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## THE FRONT PAGE

### Toronto's Municipal Elections

A municipal election in Toronto, when regarded dispassionately, is a rather amusing occurrence, and perhaps this is true of all cities. Ordinary news is greatly abridged in the columns of most newspapers to permit of countless reports of meetings, which nobody reads except for the wisecracks and "repartee" of hecklers and candidates. Taxes are talked of in tragic terms, largely by people who do not pay them. And most amusing of all is the institution of "newspaper slates". Aldermanic candidates leading inoffensive lives in the side streets are dragged into the limelight; ingenious scribes sweat blood over eulogistic articles about their "life-work". Pictures of individuals, never intended by a humane creator to be photographed, are seen on every hand. And within three weeks more than half of them, elected or defeated, are forgotten. The permanent officials go on with the city's business, whenever the City Council will let them, and the tax bills, save for fractional differences, remain the same. In fifteen years Toronto has enjoyed only three, in which the City Council may be said to have efficiently performed its supposed duties; one under ex-Mayor Hiltz and two under ex-Mayor McBride, but the same old circus goes on in the same way every December.

The enormous vote polled on January 1st was rather puzzling, since no issues of prime importance were discussed. Speeches and newspaper appeals were confined to rehashing the past. "The salary grab" was heard of everywhere, but there are few signs that last year's increases will be abandoned. Little in the way of important urban developments was suggested or promised. It is understood that changes in sewage disposal are probable. Civic luminaries welcoming great international conventions will still have an opportunity to glowingly dilate on Toronto's nice sewers and ample water supply,—factors taken for granted in most cities.

Nevertheless the personnel of the elected coterie seems in the main rather better than in the past. That of the Board of Education is a matter for pride. Ward hecklers did their best to defeat some of its best members and failed. The accession to the City Council of men like Baird Ryckman and H. L. Rodgers is a distinct gain. We still think that Mr. McBride, in view of the business capacity and vision which have marked his later career, deserved to be elected Mayor, but the fine showing made by his opponent, Ald. Stewart, is an expression of confidence in his business capacity and independence of character. Should he fail in either, his municipal career is likely to be short. Although Ald. Stewart was advocated by his newspaper supporters on a negative platform, replete with references to what he had not done, rather than what he had done, he is perhaps happy in the fact that he has no "past". An untried man, so far as larger municipal duties are concerned, he has an excellent opportunity to give leadership to the Council, and convert it from village conceptions.

In most parts of Canada satisfaction is expressed with the personnel of the new appointees to the Railway Board. Among the Ontario selections only one has been actively identified with party politics in the past; and taking the country as a whole, the incoming directors are primarily noted for business vision and executive capacity. That several of them are comparatively young is no disadvantage either, and in a Board of this kind, an intermingling of politicians experienced in the study of public sentiment, is necessary.

It is an established tradition that Boards and Commissions of non-judicial character, which pass on the expenditures the country must meet and the Government father in parliament, should be in political sympathy with the administration. The public had little

or nothing to complain of in respect of partizanship on the part of the retiring Board, appointed by Mackenzie King. Any defects of personnel were due to the fact that some of the appointees had become too old and out of touch with the progress of events, to render efficient co-operation. But the old Board should not be allowed to pass into oblivion without a reference to the services of such members as Mr. D. J. McDougald, of Toronto, and Mr. E. R. Decary, of Montreal, at all times able and painstaking in the performance of their duties and always strictly non-partizan in their attitude toward every question. Good relations between the permanent officials, headed by Sir Henry Thornton, and governmental appointees have characterized the past history of Canadian National Railways, and there is every reason to believe that this harmonious condition will prevail in future.

In the death of Mr. Edson L. Pease Canada loses a figure of much distinction in the profession of banking. Born at Coteau Landing, Que., some seventy-five years ago, he entered the profession he was later to adorn in 1879 and, from the very outset of his career, he displayed an ability, conscientiousness and thoroughness that early laid the foundations of the success that was later to attend him. After occupying responsible banking positions in the Maritime provinces, he came to Montreal in 1887 to fill the post of manager of the first branch in that city of the institution now known throughout the world as the Royal Bank of Canada, but which then bore the title of the Merchants' Bank of Halifax. In 1900 he was appointed general manager — a position which he filled with the utmost credit to himself and the utmost usefulness to the bank, for some twenty-three years, retiring in 1923. In private life Mr. Pease enjoyed the esteem of a wide circle of friends and excelled as a host in his delightful country home at Mount Bruno.

Chicago is the forcing house of very weird varieties of politicians, but we crave leave to doubt whether even the celebrated Al. Capone himself is more truly sinister than his fellow-townsmen, Congressman Fred A. Britten. Capone is devastating in dealings with gentry of his own kidney, but it is questionable whether any of the assassinations for which he is supposed to be responsible have resulted in any tangible loss to humanity. Congressman Britten, by virtue of his position as Chairman of the House of Representatives Committee on Naval Affairs, is probably a more dangerous man, because he is an enemy of world-peace and an apostle of international bad faith.

Mr. Britten is making the most of the two months or so that remain to him in the above position, to assault the principle of naval parity between Great Britain and the United States, to which the government of his country solemnly set its hand and seal last summer after months of negotiation and discussion. Like many eminent citizens of Chicago, Mr. Britten finds Miami, Florida, an agreeable place of visitation, perhaps because the nearby presence of the Bahamas makes the comforts of life more accessible. On the day before Christmas he gave an interview to the Miami "Herald", from which the spirit of peace on earth was conspicuously absent.

In outlining U.S. naval construction plans, permitted under the London Pact, he dilated upon a new experimental type of combined cruiser and airplane carrier, and uttered the following gems of thought: "This is the first step toward making our navy superior to Great Britain's."

"I hope the United States will be able to lead in military sea power as we are leading in the automobile and commercial aviation industries."

"This new type of cruiser is an experiment, but it may lead to our supremacy on the seas of the world."

All of which strikingly resembles a famous instruction of "Mugs" McGraw to the New York "Giants": "Boys, there are the new rules; now we must figure out how to beat them." It demonstrates how the highest naval authority in the lower House of Congress interprets his country's obligations in connection with the principle of parity to which the United States pledged itself a few months ago.

It is inconceivable that this Illinois tail twister is really representative of American statesmanship. A House largely new in personnel will convene early in March, and it is to be trusted that in the necessary re-organization of committees Mr. Britten will be removed from office.

### Growth of Library Activities

In the old days, our libraries were semi-private—linked to the Mechanics' Institute or Town Hall. The library of to-day, however, is an entirely different matter. It is a kind of community centre for all intellectual interests. Not only does it encourage and centralize all musical, artistic and literary activities, but it also has a utilitarian aspect to which the library of old times was a stranger. In the spring-time, when a householder's fancy lightly turns to thoughts of onions, hollyhocks and building materials, we shall find library frequenters bending over tables which are piled with books on horticulture and gardening.

The scope of the modern library is evidenced by the amount of affiliated work carried on at Beaches Library, Toronto, where interesting experiments in what can be accomplished have been in progress for some time.

The various activities announced in its latest calendar have been inaugurated with a view to giving the community the fullest library service possible. The Booklovers' Evenings are beginning their ninth season; the Drama League gave its first production in 1925; the first Picture Exhibition was held in 1924, and there have been monthly Picture Exhibitions since 1926. The Music Hour was started only last year. Following last year's plan of studying the European countries as world neighbours, Italy will be the topic of this season's Booklovers' Evenings. Italian music, ancient and modern, will also be studied—also Italian art. This calendar, it will easily be seen, provides for an extensive and broadening programme. In fact, the modern library bids fair to be, not only a reading and reference centre, but also an art gallery, and a hall for musical recital. The institution is by no means an isolated instance of what is being done, but may be taken as a model for new developments in library effort toward community service.

Mr. Lloyd George is still, apparently, enacting the rôle of the "tricksy spirit" of the political *Tempest* in Great Britain. He has criticized the Ramsay MacDonald Government with a causticity that is little short of excoriating. But, as leader of the party that holds the balance of voting power in the House of Commons, he continues to afford it the modicum of support requisite to maintain it in office.

Recent despatches from London have hinted that behind the scenes, he is getting on semi-confidential terms with some far from unimportant members of the Conservative party. All which sort of thing points to the probability that the Liberal leader, like Mr. Micawber, expects "something to turn up" and calculates that that something may conceivably take the form of a coalition.

It has always to be remembered, in connection with the ex-Premier, that though his early political career was extremely Radical, and though in latter years, he carried on a prolonged flirtation with Conservative forces, yet his cast of mind is naturally rather opportunist than either strictly Liberal or

### LINDBERGH'S TROPHIES

Left: the collection of statuary received by Colonel Charles A. Lindbergh consisting mostly of reproductions of his head, which, with other trophies and gifts presented to him, take up a half portion of the Thomas Jefferson Memorial Building, (St. Louis, Mo.), where they are carefully preserved in glass cases to be viewed by the thousands who come from far and near to gaze upon the testimonials from an appreciative world to the first man to span the Atlantic from New York to Paris. Right: general view of the north end of the Lindbergh trophy room.

—Wide World Photo.

strictly Conservative. Of all his many gifts his very useful facility in negotiation and in the promotion of a bargain is not the least striking. Twenty years ago when an all-party conference on the Irish question was held, he learned the value of seeking a common denominator for conflicting principles, though that particular conference, as it happened, was abortive. Probably at that time were sown the seeds of his famous coalition governments—his "usual process of roping in everybody," as the late Lord Oxford characterized them—during which he developed, to a very remarkable degree, his notable flair for reconciling the apparently irreconcilable, whether principles or men. Quite likely his mind may again be turning to the idea of coalition in the expectation that the next election will result in a stalemate as between Conservatism and Labor. The Liberal party itself is but a dim shadow of its former self, but he seems never to have lost the idea, with which he became obsessed during his first coalition government that a centre party is possible of establishment. Of such a centre party he would probably have small doubt as to the most suitable head.

It is strange how Mr. Lloyd George, after his period of undisputed national leadership, has come to be looked on as the most unsettling and indeterminate factor in British public life. He will always compel attention by his personal magnetism, his unstudied and fascinating eloquence and his unequalled aptitude for speeding an arrow that rankles. But one may well doubt whether he will ever recover any large measure of his former wide influence.

On a May day last spring, Sterling Vance, a nineteen-year-old Montreal bank clerk, leaped into the Back River in a vain attempt to save the lives of three strangers—Urbain Brochu and his two sons. Although an athlete, Vance succumbed in the cold waters. The other day the bronze medal of the Royal Humane Society was posthumously awarded, and presented to the boy's father by Vice-president Hungerford of the C.N.R. Judged by sheer logic on the basis of human values, the wisdom of such a futile sacrifice of young and promising life is perhaps open to serious challenge. But no one questions the supreme quality of courage which it demands, or its wholesome effect upon a generation exposed to many devitalizing influences. Those who lead a forlorn hope in battle do so fortified by the support and cheers of their comrades and sustained by the intoxication of their charge. Even that "greater love" which leads men to die for their friends has the rich compensation of appreciation from those whose regard is as sweet as life itself. But surely human courage reaches its apotheosis when vibrant youth, just tasting to the full the rich wine of life, promptly responds to the cry of distress from those who have no demand upon it, even though it involves serious risk of death itself. Such things serve at least to re-assure us regarding the inherent qualities of the race, and convince us that, while often marred by much that is unworthy and sordid, the human spirit is still capable of the sublime.

### Heroism Still Survives



## SCENES FROM THE CAREER OF THE LATE MARSHAL JOFFRE



Marshal Joseph Jacques Cesaire Joffre died on January 3rd after a long illness. He was born on January 4th, 1852, and as a young soldier saw service in Europe, Asia and Africa. At the time of the outbreak of the Great War he was Commander-in-Chief of the French Army, and succeeded in defeating the German invaders at the Marne. His experience unfitted him for the problems of trench warfare and he retired in 1917 and visited other allied countries to spur resistance. At the left he is seen at Hyde Park Hotel, London; in the centre the scene at Windsor St. Station, Montreal, when he visited Canada in the summer of 1917, and at right, a visit to the Belgian front line trenches in company with King Albert.

## IRELAND CONCENTRATES ON ARTS OF PEACE

THERE was a time not so long ago when Ireland could be relied upon to produce an almost daily quota of front page news, but today the chronicles of its national life are of a humdrum character. The days of the wild sunmen and melodramatic clashes of arms are over and there is probably no more peaceful community in the whole of Europe. The inhabitants of the Irish Free State have now achieved as full control of their destinies as have the citizens of Canada and some of them at least have experienced a certain measure of disillusionment over the fruits of emancipation from British control. Ulster still maintains herself in a separate watertight compartment, possessing her own government for local affairs and sending eighteen members to the British Parliament. The maintenance of the connection with Britain is deeply appreciated by the working classes of Ulster who get the benefit of the dole when they are out of work, but the wealthier classes when they come to pay each year the British rate of income tax are said to look with eyes of envy upon the lot of their brethren in the Irish Free State who have to face a more modest levy.

At present relations between the two sections of Ireland are quite friendly; there are occasional affrays on the border between religious factions and troubles about the customs barrier, but the heads of the two governments say complimentary things about one another and indulge in an occasional measure of co-operation for common purpose. Mr. Eamon De Valera keeps declaring that "an All-Ireland Republic" is the only thing worth having, but no intelligent person in Ireland believes it could be established without a bloody war and this price would be too high even for most of Mr. De Valera's followers. Today indeed there is no sign of any movement for the reunion of the sundered parts, and a Free State Minister lately made the wise statement that the best thing the South could do was to bend its energies upon cultivating its garden to a pitch of perfection which will some day tempt its northern neighbors "to look enviously over the hedge."

The Free State is not without its economic difficulties, but today they are on the whole less serious than those of Ulster. It happens that the two great industries of Ulster, linen manufacture and shipbuilding which is centralized in Belfast, have been peculiarly hard hit since the war. High tariffs in the United States and other foreign countries have placed obstacles in the way of the linen export trade and in addition housewives the world over have lost their old affection for fine large linen tablecloths and prefer to use small mats. Then there is a general superfluity of shipping and of the two great Belfast yards, the Workman and Clark plant has been closed down and the Harland and Wolff establishment is working far below the capacity of its berths. There is a very large contingent of unemployed in Belfast and the adjacent towns and the farmers of Ulster, whose local market for flax has been curtailed, are also experiencing hard times.

The Free State has some scattered industries located in Dublin and smaller towns but agriculture still is the main avocation of its inhabitants. The Irish farmers had a glorious period of prosperity during the war years when they made lots of money, but they have come now to suffer severely from the debacle in the prices of farm produce which is adversely affecting the fortunes of agriculture in every corner of the universe. Irish farmers claim that today they are experiencing the worst depression that they have known for fifty years and that unless prices improve they will be ruined. However, the Free State is fortunate in the possession of an extremely able Minister of Agriculture who is considered by impartial judges much the most useful member of Mr. Cosgrave's Cabinet. Mr. P. J. Hogan is a lawyer by profession, but since he assumed his office he has achieved a thorough mastery of the agricultural problem in all its details and what is more important he had managed to win the complete confidence of the Irish farmer who has by tradition an inbred suspicion of Ministers and governmental officials. Mr. Hogan has therefore been able to make headway with an enlightened policy of reform in Irish agricultural methods. He refrains from lecturing the farmers upon their delinquencies but he pursues with great success a plan of peaceful persuasion whose objective is to ensure increased output by the reduction of working costs, the elimination of waste and by more efficient standardization in order that Irish farm products may be "consistently good and not occasionally excellent."

## Relations Excellent Between Free State and Ulster—Economic Problems North and South—Depression Fosters Protective Ideas—Gaelic Language Movement Withers

By John A. Stevenson

Canadian Correspondent of the London Times

THE Government of Mr. Cosgrave which has held power continuously since the inauguration of the Irish Free State has a somewhat uneasy existence as its own followers do not provide it with a majority in the Dail Eireann and it has to depend for its existence upon the good will of the various independent groups. However, impartial observers think that in view of inexperience of Mr. Cosgrave and his colleagues they have done remarkably well under difficult circumstances. They have at least managed to secure the confidence of the old Unionist elements in the South and many of the latter are co-operating cordially in various governmental activities. Of course they have always Mr. De Valera and his Fianna Fail party to which all the forces of discontent are prone to rally, hanging on their flank and trying to compass their expulsion from office. The fundamental charge of the Fianna Fail party against the Cosgrave Government is that it is the complaisant tool of the hated British and that Southern Ireland has not yet achieved full emancipation. So Ministers feel themselves under the constant necessity of demonstrating that these charges are false and this is the explanation of their nagging attitude at the recent Imperial Conference about such matters as the right of appeal to the Privy Council, whose formal abolition they demanded without success, and about a variation in the use of the designation "His Britannic Majesty." They have not the slightest desire to sever the connection with Britain, but they want to destroy as much as possible of Mr. De Valera's ammunition.

The Cosgrave Government has also seen fit to embark upon a policy of moderate protection and set up tariffs upon a list of commodities with the avowed object of stimulating industrial development and providing a

better balance between town and country. So far, however, the tariff has been highly selective and British manufacturers have countered it to a certain measure by buying up Irish mills and factories. But Fianna Fail has now committed itself to a more protectionist policy arguing that the duties imposed are too low to be effective and the range of commodities covered by the tariff is too narrow. They insist that the whole home market must be preserved for the home manufacturer and that the drain of emigration to the United States will thereby be checked. But a higher tariff would certainly excite great resentment in Britain which takes more than 90% of the Free State's exportable surplus of foodstuffs and the farmers, having no other profitable outlet available, are not enamoured of the idea of tariff hostilities with Britain.

The truth is that the Free State has not the capital or technical ability within its bounds to organize industry on any large scale. The great hydro-electric scheme on the Shannon was carried out by foreign engineers and happily the enterprise is already being justified by the results. So large is the demand for electricity in the region served by it that the scheme promises to pay its way from the start but at the same time it has been discovered that there are not enough skilled electricians in the country to perform even the elementary task of wiring houses and plants. Hopes are cherished that new factories will be attracted by the power development on the Shannon but they will not want to be burdened with tariffs on their raw materials. Cork is today enjoying substantial prosperity as the result of a tractor plant established by Henry Ford, but Mr. Ford threatened to close it down unless certain tariff projects, which would have raised his cost of production, were abandoned. The Free State needs both more local capital and a diffusion

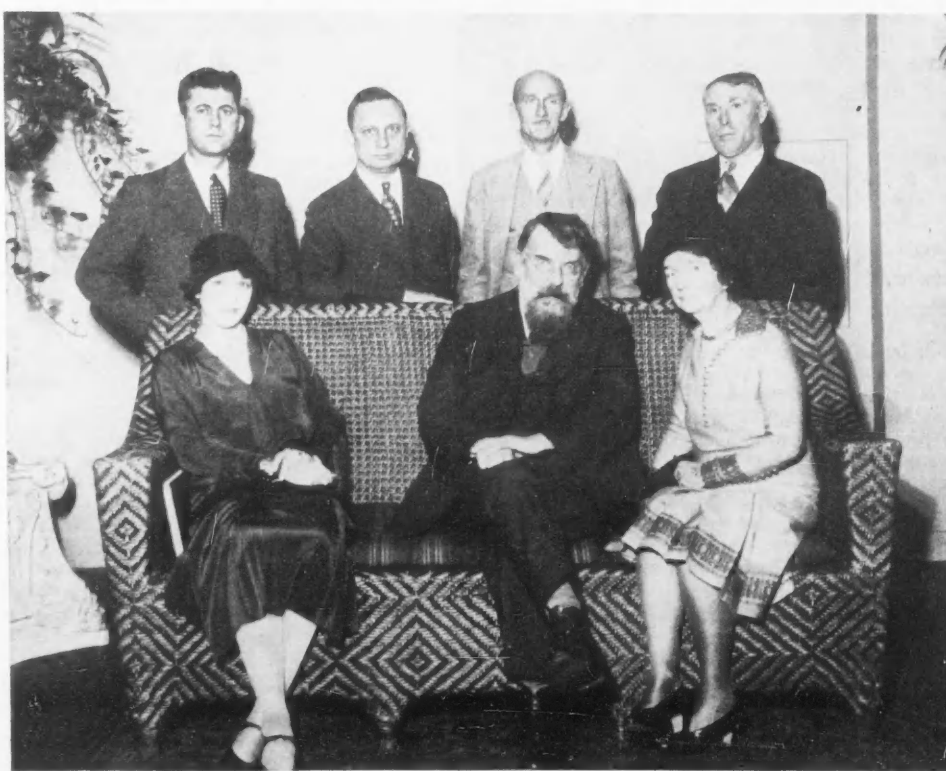
of technical education before she can be an efficient industrial country and some of her best citizens think she would be happier without the problems inseparable from an industrial civilization.

Sir Hófrace Plunkett, the founder of the Irish Agricultural Organization, Mr. Hogan and their allies have wrought a wonderful improvement in the methods of the Irish farmer, but even yet the annual output per worker in the Free State is still according to the latest report on agricultural conditions only \$480 as compared with \$920 in Scotland and \$980 in Denmark. The avowed object of Mr. Hogan is to bring the efficiency of Irish production up to the Scottish or Danish level and he believes that provided the Irish farmer will concentrate on quality and give faithful support to the various co-operative organizations now in existence the company's proximity to the British market will enable her to offset the advantages of competitors who are relying upon mass production. He is against the state subsidy for wheat which Mr. De Valera and his party are advocating and holds that Ireland would be better to concentrate her energies upon cattle, hogs, dairy products and poultry.

Mr. De Valera and the Fianna Fail party maintain that although they are now filling the role of official opposition in the Dail which they once swore they would never enter, they still are bent upon the renunciation of the treaty arrangement with Britain in favour of a Republican form of government with outright independence. But they are now pursuing their objective by strictly constitutional office and their real aim is the attainment of office and the sweets thereof. And the suspicion is entertained that once Fianna Fail is seated in power as it will undoubtedly be some day by the turns of political fortune, its leaders will blithely forget their fine resolves to tear up the treaty and possibly adopt a staunchly conservative attitude, if they think it would consolidate their position.

THE question of the Gaelic language and its place in education is a subject of constant controversy. One of the earliest acts of the Cosgrave Government was to make the teaching of Gaelic compulsory in the primary schools and recently secondary schools must also teach it or lose the Government grant. Furthermore, a working knowledge of Gaelic is insisted upon as qualification for candidates for a majority of the positions in the Civil Service. The enthusiasts who have been the moving spirits in the crusade for the Gaelic language are convinced that they can revive the glories of the "golden age" of Irish culture and they have a preponderance of popular sentiment behind them. But, although they have succeeded in making the Gaelic language a medium of instruction in the schools, there is less evidence of success in making it the language of the home. The number of people who speak Gaelic and their native tongue and have never known any other is growing smaller every year and fears are entertained by the language enthusiasts that artificial fostering is doomed to failure in view of enormous material advantages offered by a mastery of the English tongue. Indeed complaint was made in the Dail not long ago by pro-Gaelic speakers that children dropped the ancient tongue as soon as they were out of the school door and elementary teachers have been protesting against the heavy task involved in teaching school subjects through the instrumentality of a language of which the pupils have no vernacular knowledge. Recent educational research has also demonstrated that children who are forced to undergo a bilingual education make less progress than those who have only to use one tongue.

But even among people who sympathize with the idea of a revived Gaelic culture there is a deep dislike of the Censorship Act lately passed by the Cosgrave Government. It is dictated by a desire to counter Fianna Fail which professes greater ardour for Gaelic than its opponents and it seeks by drastic regulations and restrictions upon writers, dramatists and artists to establish the supremacy of Gaelic. Mr. George Russell, better known by his pen name of "AE" made a fine protest against the censorship in his paper, "The Irish Statesman," and as a result it was compelled to cease publication because pressure which deprived it of most of its advertising revenue was applied from governmental quarters. "AE" who is a poet, philosopher, and economic writer of great ability, is one of the finest spirits that Ireland has ever produced and the cessation of his paper is a national calamity. But it is an ill wind that blows nobody good and he has been set free to visit this continent and expound his philosophic and economic gospels to such as care to hear them.



## CELEBRITIES GET ACQUAINTED

Approximately fifty explorers and lecturers recently attended an "Introduction Luncheon" at the Hotel Astor, New York City, with the idea of getting acquainted with each other. Left to right, in the front row: Cornelia Otis Skinner, daughter of Otis Skinner; George W. Russell, (AE) Irish poet; and Margaret Sanger, Birth Control Exponent. Left to right, back row: Dr. Lawrence Gould, second in command of Byrd Antarctic Expedition; James B. Pond; Dr. William Beebe, Deep Sea Explorer, and Captain Robert A. Bartlett, Arctic Explorer.

—Wide World Photo.





#### WINTER SPORTS IN OTTAWA

Left, an exciting moment during a toboggan ride at Rockcliffe Park. Right, hardy skiers in the Gatineau Hills.

## OTTAWA AS WINTER SPORTS CENTRE

Picturesque Hilly Environment of Canada's Capital Lends Itself to All Cold Weather Diversions

By James Montagnes

WHENEVER I am in Ottawa in winter time I am struck by two things. One is the number of skiers that congregate near the Chateau Laurier, and the other is the purple and white streaked hills in the distance. I have asked friends where these skiers go, and they tell me to the distant hills. My queries went further, to reveal that Canada's capital city is in winter time a city of skiers.

Following devious ways to obtain more detailed information about this skiing proposition, I was finally directed to see Mr. C. F. Mortureaux. I was assured from several sources that this gentleman would tell me everything I wanted to know about skiing in Ottawa. But as yet no intimation of what exalted position he held was forthcoming.

The address was in a government building, one with which I was familiar, for other stories have come to me from some of its inhabitants. So I was curious to know what position this man who by description must be the god of skiing held in the affairs of the Dominion.

I found the office. On its door the legend—Chief Translator. A knock on the door, a cheery "Come in," and I was in the presence of the great man. Explaining my quest, he invited me to sit down, and at once started in to tell me that Ottawa has the largest ski club in the world.

Here in this office, with its many tomes of dictionaries, its pamphlets, manuscripts and desks piled high with papers of all sorts, a room not at all the type in which an outdoors man could possibly seem to fit himself, here was I to learn that Ottawa is perhaps the most ski-minded city in the Dominion if not on the continent.

Mr. Mortureaux, I found out afterwards that to the skiers of Ottawa he is "Mort," is president of the Ottawa Ski Club. He is vice-president of the Canadian Amateur Ski Association, is a constant contributor to the Canadian Ski Annual, and editor of the weekly Ottawa Ski Club News, an eight page bulletin issued during the skiing season.

"The Ottawa Ski Club has an active membership of 2,300," he informed me. "It is without a doubt the largest club of active skiers in the world. That number however, does not take care of all the skiers. There is another large club, the Cliffside Ski Club, which has somewhat smaller membership. Then there are many skiers who do not belong to clubs, and a number of small clubs. In all, it is estimated, there is at least one ski enthusiast to every family in the city."

After that last remark I was prepared for some of the other figures with which he bombarded me.

It appears that a good clear cold Sunday morning will find 1500 ski enthusiasts on the trail. On Saturdays hundreds of Ottawa's youngsters go out to the ski trails which compass the city. There are few week-ends of good weather during the winter when less than a thousand people will take their skis over their shoulder, wear the ski outfit of heavy high ski boots, thick woollen socks, breeches and sweaters, and hit the trail.

"There is a region," Mr. Mortureaux explained, "roughly three miles by one hundred miles which is open to the skiers of Ottawa." It extends through those hills that you see in the distance when you stand on Wellington Street near the Chateau Laurier or on Parliament Hill back of the Parliament Buildings. They are the Gatineau Hills which we have found to be ideal skiing country."

Something like ten years ago, so the story goes, some enthusiastic outdoorsman equipped with skis decided to venture into the hills which were very distant in those days. He found good sport in the rolling country with its many steep hills to make skiing really interesting. He told his good news to some of the few skiers then in the city, who confined their activities to Rockcliffe Park, within the city limits. From that day on skiers have invaded the Gatineau Hills. Each year they have gone farther into the heart of the country through which the Gatineau River flows. For many years this fast flowing stream has carried down thousands of logs for the newsprint mills to the south. Today that river is harnessed and where formerly picturesque lumberjacks operated now stand huge hydro-electric stations.

"Each club has its own ski trails," my informant continued. "These trails extend from a few miles to fifteen miles in length. Some are difficult. Some are

easy sailing for even the amateur. On some of the trails are good sized hills. Our highest is fourteen hundred feet."

All skiing trails are within easy transportation distance from the heart of the city. This explains in part why they are so popular. Buses marked "Gatineau" leave from near the Union Station to take the skier within a few miles of the first of the many lodges scattered throughout the hills. An electric railway leaving from practically the same point in the city similarly leads to the ski country. Fifteen minutes by either bus or railway suffices to land one at the beginning of the cross country trails.

Ottawa ski trails I learned are named. Each one bears a name which to the experienced and inexperienced alike give an idea of what to expect from that trail. On one trail alone four hills are known as "The Big Dipper," "The Little Dipper," "The Kicking Horse Pass," and "The Curve of Destiny." Those names are enough to set any skier on the trail. But they are not the only names. There is the "Merry-go-round," "Corkscrew Slopes," and the "Cotes Du Nord," the latter requiring considerable skiing ability and a good depth of snow. There is the "Sunset Trail," and "The Top of the World."

All the trails lead somewhere, and they mainly lead to club and private lodges which one finds throughout that area of the Gatineau Hills in which Ottawa goes to ski.

Both the Ottawa Ski Club and the Cliffside Ski Club, the two largest clubs, have four lodges each. These are not mere shacks in a wilderness of hill and valley; they are big club houses. One can get an idea of how Ottawa goes in for skiing when it is learned that one of these lodges, the Dome Hill Lodge, has a cafeteria service available every day of the week throughout the winter, and another lodge, Camp Fortune, twelve hundred feet above the Ottawa River, ten miles as the crow flies from the Parliament Buildings, even has its own sleeping cabins.

Even in Ottawa there is not always enough snow for enjoyable skiing. Sometimes a warm spell comes and sometimes a rain storm destroys the enjoyment of the week-end.

"But there was one rain storm that turned out good," Mortureaux recalled. "That was last winter. On Saturday morning the thermometer stood at twelve below zero. That evening found us out on the trail, clearing the Canyon trail for the two thousand who were expected Sunday after this first big snowfall of the year. Midnight brought a wretched south-east wind, and with it came sleet and rain. The streets of the city became small rivers, while at Camp Fortune the snow turned into a sticky mess. At one p.m. Sunday the wind



THE OTTAWA RIVER

A lovely snapshot taken of the river from Governor's Bay, Rockcliffe, Ont.

—Photo by R. B. Anderson, Ottawa.



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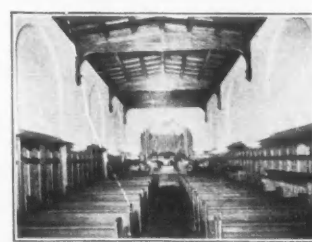
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# NATIONAL AFFAIRS

By E. C. BUCHANAN

## The Cheerful Oracles

HAVING grasped the twentieth century by the tail away back in the days of Sir Wilfrid Laurier's premiership, Canada resolutely refuses to have her hold loosened by any mere passing period of economic depression. The going is heavy for the time being, but there is a conviction that firmer footing is just ahead. A conviction that the bounties of the twentieth century are only temporarily withheld and that when they are released they will fall first and in the choicest lots to Canada. Witness the spirit in which our leaders of state and finance and commerce entered the new year. They weren't so heedless as to celebrate by singing "Happy days are here again," but they emphatically sounded the note of confidence and determination and rational optimism. They were anything but downhearted. And among the convictions that are held in this matter, one that stands out prominently is that when the turn for the better comes Canada will be the first of all the nations to feel it and profit by it. Mr. Bennett and Mr. Stevens, the leading economists of the Ottawa government, are in a reasonably cheerful mood, and we have Sir Henry Thornton and Mr. Beatty of the railways and the bank presidents and general managers in agreement that the condition of Canada is not so bad and will improve. The Prime Minister, characteristically, allows his faith in Canada, or in himself, to carry him rather far. He hopes to see this year of 1931 the most prosperous year in the history of Canada. Most people will refrain from accompanying him on that flight of optimism, being satisfied to look for a good start during the next twelve months on the road back to prosperity. But, properly discounting Mr. Bennett's little extravagances, there would appear to be pretty nearly a unanimity of opinion among those whose business it is to be informed on such matters that this country has come out of the stress of 1930 in good shape and will begin to mend within a reasonable time.

## Paving Way to Prosperity

BEFORE prosperity can return to the country at large, western agriculture must be assisted out of the hole it is in. Most reasonable people appear to regard Mr. Bennett's programme to that end sensible and practical. It may be summarized as follows: (1) Extension of federal government credit, in the way of assurance to the banks against loss on their loans to the Wheat Pool, to prevent the further demoralization of the wheat market by enforced dumping and to thus ensure the orderly marketing of the 1930 crop; (2) Direct financial assistance to the western farmers, in conjunction with the provincial governments, to tide them over their present difficulties and enable them to engage in their spring operations; (3) Establishment of additional credit facilities for the farmers through the provision of a revolving loan fund the primary purpose of which is the financing of those farmers who have been engaged almost exclusively in the growing of wheat and who are prepared to go into mixed farming—this fund to be provided by a private corporation; (4) Efforts, through the medium of Canada's favored nation trade treaties, to extend the market for Canadian wheat in certain European countries; (5) A plan, involving large commodity loans from Canada, to open a market for substantial quantities of Canadian wheat in China; (6) Cheaper transportation for farm products.

Except for item number three, which is an undertaking apart from the government, the federal programme is as previously anticipated in these columns. The first item, that of the employment of government credit to prevent enforced pool dumping, is already in operation. Mr. Bennett seems to think it well that the details of this transaction should not be given to the public at the present time, and, on the assumption that he has some good reason for that opinion, we may refrain from any examination of it beyond the fact that the federal credit is used to prevent the banks from calling upon the Wheat Pool to provide more security or reduce their loans, and the further fact that the purpose of the extension of this credit is not so much the rescue of the pool as the protection of the general interests of the country, which would suffer from any further serious collapse of the wheat market induced by pool dumping.

The second item, direct financial assistance to the farmers, has been considered by those who are in closest touch with western conditions to be inescapable. As in the case of unemployment relief, Mr. Bennett has made the federal assistance contingent upon provincial co-operation. The provincial governments must affirm the need for this relief to the extent of sharing the cost of it. Ottawa probably will be prepared to put up two dollars for the provinces' one dollar. It is likely that



THE DUKE OF ABERCORN

Whose name has been mentioned as a successor to Lord Willingdon in the Governor Generalship of Canada. He is head of the Hamilton family and very popular as Governor of Northern Ireland.

the provincial governments will be called upon to assume responsibility for administering the fund. Legislation will be necessary at Ottawa and at the provincial capitals.

In the case of the third item, the provision of a private loan fund to promote mixed farming, the federal government may use, discreetly, its influence in bringing about the organization of the proposed private corporation which is to establish the fund, but it is to undertake no financial responsibility. One understands that the process of organization is already well under way. The railways, the banks, insurance and mortgage companies and some manufacturers particularly interested in western business, are to provide the capital, which, it is stated, is not to be large—five millions is mentioned, although one would think that a larger amount would be required. The idea of the "revolving" loan is that the credit extended to the farmer should be more elastic than that which he can secure from ordinary sources. It will be at his disposal according to his requirements and not limited as to duration as in the case of bank loans.

As to item four, Mr. Bennett has already, it seems, employed the French trade treaty to some effect in securing from the French government assurance of the purchase of some nine million bushels of Canadian wheat and French orders during the current crop year may extend to twenty million bushels. He hopes to induce other countries with which Canada has similar treaties to follow the example of France.

The fifth and sixth items involve perhaps heavier federal commitments than any of the others. The sixth may be briefly outlined, while the fifth is a longer story. At the outset of the federal election campaign, Mr. Bennett promulgated a Conservative platform of pledges, which included, in connection with improved transportation facilities, immediate steps toward the carrying out of the St. Lawrence-Great Lakes deep waterway project. At Regina the other day he recalled these pledges and reaffirmed his determination to carry them out. Hence, he is committed anew to the waterway scheme. This is significant in view of the fact that the Washington government is presently waiting for his answer to its proposal of September last that the two governments appoint commissioners immediately to negotiate a waterway treaty. The United States Minister to Canada, Colonel MacNider, when in Washington a few days before the close of the year, discussed the waterway situation with President Hoover and it is known that the latter is impatient for action. It is understood that he would like Canada to give its consent to the United States proceeding as soon as possible with the construction of the international section of the waterway, including power development, at its own expense as part of its share of the undertaking. When he spoke in Regina Mr. Bennett must have been mindful that he has to give his reply to the Washington proposal in the very near future.

## The Oriental Market

THE proposal for opening up the Chinese market for Canadian wheat, fifth of the items in the Bennett farm relief programme enumerated above, originates, one gathers, with Mr. Stevens, Minister of Trade and Commerce, rather than with the Prime Minister. Mr. Stevens has been studying the possibilities of the Orient as a market for Canadian exports for some years. He was in China two or three times years ago and has never lost his interest in the commercial prospects of the country. He has indicated his ideas to the House of Commons, and when in London attending the Imperial Conference he discussed the present proposition with British statesmen, bankers and others.

Briefly, the proposition is that Great Britain, the United States and Canada should join in extending a commodity loan of a hundred million dollars to China, the money to be spent in the loaning countries, and that at the same time they should take joint action in restoring silver, the monetary basis of the Orient, to its normal value, thereby reviving the wealth of the Chinese and other Orientals which was wiped out when Great Britain and Germany went on the gold standard toward the close of the last century. The proposition is now under consideration, unofficially as yet, among the statesmen and captains of finance in Britain and the United States. Canada is prepared to go into it. It is suggested that some of the leading European countries might be willing to join.

As to the loan to China, Canada's share would be expended mostly on the purchase of Canadian wheat. Mr. Stevens does not subscribe to the view that over-production of agricultural products is the cause of the present world surplus and the consequent market demoralization. He holds that the trouble is mal-distribution. The over-production idea is refuted, he maintains,

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Private Secretary to His Excellency Lord Willingdon, who will go with him to Delhi in a similar capacity when he assumes the post of Viceroy of India.

by the fact that hundreds of millions of people in the Orient are without sufficient food. He attributes the unstable political and economic condition of China very largely to the depression of purchasing power through the lowering of the value of silver. If the Orient were stabilized economically it would be able to absorb the surplus production of western countries. As to the risk involved in a credit loan to China, which would seem to be a consideration in view of the unsettled political state of the country, with civil warfare proceeding almost continuously and banditry a regular occupation of many thousands of men, Mr. Stevens is of opinion that if China were assisted to her feet financially and the people enabled to provide adequately for their wants civil strife would cease almost at once and the hundreds of thousands of men who are in arms would be diverted to constructive employment.

The purchasing power of the Chinese and other Oriental peoples is less than a quarter of what it would be if the medium of their wealth, silver, carried its old normal value. It is now worth about thirty cents an ounce as against the normal value of a dollar and forty cents. The proposal is that, for the purpose of commercial intercourse with the Orient, the western countries concerned, or, if no others agree, then Great Britain, the United States and Canada, join in recognizing silver at a fixed value, preferably the old normal value.

Mr. Bennett has expressed the view that the penetration of the markets of the Orient is essential to the solution of the economic problem of Canadian agriculture and that its accomplishment may mean the re-orientation of Canadian trade. On the face of it, that part of the government's agricultural relief programme

appears to be highly important. It is to be assumed that Messrs. Bennett and Stevens must have received some indication of favorable consideration for the proposition in Britain and the United States.

## Governors, Going and Coming

THEIR Excellencies Viscount and Viscountess Willingdon leave Canada from St. John on the sixteenth of the present month. They have been advised from London of the desirability of their being in India before the departure of the present Viceroy, which is set for April 17. It would now seem to be impossible that the tradition of having the retiring Governor-General and his successor pass on the high seas could be preserved. The new Governor-General has not been named at the time of writing, and even if he were named immediately it would be too much to expect him to leave home for a five years' absence before the time of Lord Willingdon's arrival in England. Canada, therefore, is likely to be without a Governor-General in the country for a few weeks. As Chief Justice Anglin has been granted leave of absence owing to ill health, Mr. Justice Duff of the Supreme Court of Canada probably will act as administrator during the interregnum.

Ottawa continues without much hint as to who is to be the new occupant of Rideau Hall. It is known that no decision had been taken in the matter prior to Mr. Bennett's departure for the West. It may be assumed, I think, that he did not make any definite recommendation to His Majesty but left the choice to the King himself, merely advising him that any one of several who are eligible for the post would be acceptable to the Canadian government.



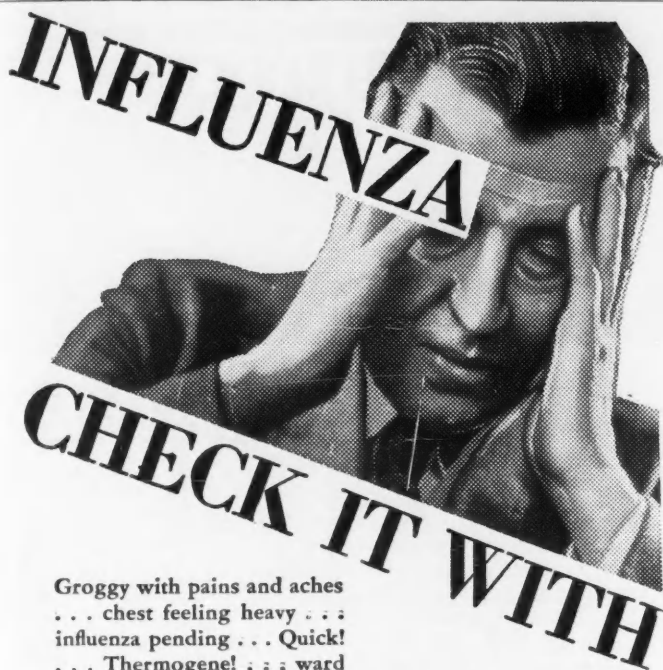
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# THE WORLD OF ART

Great Collection of German and Florentine Primitives  
Assembled at Toronto Art Gallery

By C. C. MacKay

IT IS with a thrill of satisfaction that one enters the rooms of the Art Gallery where the exhibition of German and Florentine Primitives is now on view. For most Canadians, painting goes back no further than the 16th century, and an old picture is for them an oil painting, probably blackened with time, and partially destroyed in restoration, of three centuries ago. For them, these primitive pictures in their brilliant pure tones, painted in a medium that remains unspoiled after five and six centuries, are a revelation. More than a hundred years ago William Blake was regretting the use of oils which inevitably deteriorate, and today in Europe all kinds of experiments are being performed to find a better and more durable medium. One has only to compare the 14th and 15th century pictures on view at present with work of such colorists as Titian or Tintoretto to realize why painters are not satisfied.

The collection is interesting in its variety, and shows us typical paintings from the German and Florentine 14th century down to the degenerate Carlo Dolci. On the whole the German primitives overwhelm the later works in beauty and importance, partly because their brilliant tones are apt to make later works look faded, partly, their finely ordered composition makes that of such a painter as Tiepolo, for example, seem dispersed and bewildering, and largely also, because they are on the whole better examples of their schools. No single work of the later painters on view ranks as high in its kind as most of the primitives do in theirs.

I have mentioned Tiepolo, of whom two canvases are exhibited. The contrast in the handling of the subject in these and in the primitives is amazing. In the early painters, the whole picture is carefully built around the central figure or incident, colors are carefully balanced, and figures of lesser importance diminish in size. Tiepolo, like Delacroix presents us with a tangled array of color, in which the subject is lost in a sort of whirlwind composition. It is a long step on the way towards the complete breakup one finds in Turner. The balanced dignity of Lucas Cranach the Elder, in the "Virgin and Child" is worlds above such painting. It is Bach as compared to Liszt.

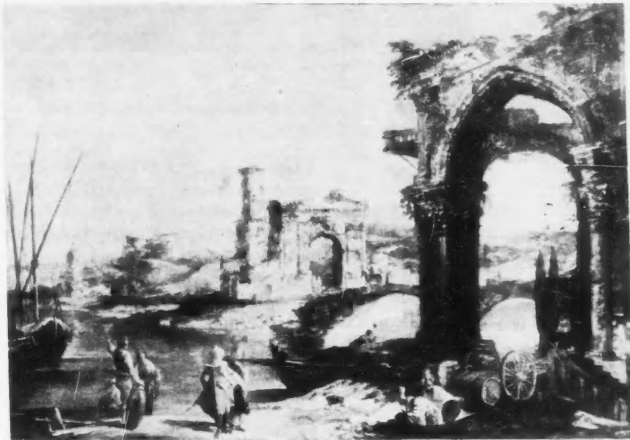
In connection with an exhibition of primitive paintings it is interesting to refer to William Blake's notes on painting. He stands half way between the 18th Century condemnation of this art as "monstrous," and the modern enthusiasm for it that began with the pre-Raphaelites in England. Travellers of the earlier age condemned the works as "mediaeval," gothic daubs, and gewgaws. Lady Mary Wortley Montague describes the "monstrous taste in pictures, which, for more finery, are always drawn upon a gold ground,"—this gold ground that today gives us so much pleasure, that Caspar Isenmann damasks in the beautiful triptych on view here, that Blake regrets, and blames oils for destroying. Lady Mary goes on "they have no sense either of shade or propor-

tion." The entire absence of shade, the decorative effects achieved without it, that are displeasing to her, are beautiful to us as they were to Blake, when he cries out, "Most Englishmen, when they look at a picture, immediately set about searching for points of light and clap the picture into a dark corner. This when done by grand works, is like looking for epigrams in Homer. A point of light is a witticism; many are destructive of all Art. One is an epigram only, and no grand work can have them. They produce dryness and monotony." Blake's condemnation is more sweeping than is necessary, but one has only to compare the two portrait heads, of Bronzino and Carlo Dolci to understand what he objects to, or to return to the Lucas Cranach, or the "Christ in the house of St. Simeon," or Cosimo Roselli's self portrait to agree with him.

As a result of this equal light shed in all parts of the picture, we have, in addition to the central subject on which our attention is focussed by the artful arrangement of colors—as for instance, in the

thing in which the bright figures are set off by the surroundings, white and grey, of the house and its articles of furniture, painted with the faithfulness and fine conception of a Vermeer. Lady Mary would object that the table does not give one the impression that it is square, but I fancy the artist would reply that the composition might be less beautiful if it were. For realism and illusion were not the objects of these painters. Cranach was a contemporary of Titian, and the admirable little "Hercules and Antaeus" of his, as well as being a fine bit of space-filling, is as realistic as one could wish. But the "Virgin and Child" is not realism in the later sense, it is a beautifully balanced and rhythmic composition. "Why," asks Blake, "are Copiers of Nature Incorrect, while Copiers of Imagination are Correct?" The artists and critics of the twentieth century are taking your arm off explaining why.

Of the pictures on view of the type called "Old Masters," the finest are the Titian portraits, particularly that of the Doge Brullii, a fascinating subject, and magnificently handled.



"TRIUMPHAL ARCH ON BANK OF A RIVER," BY MARIESCHI

A recent acquisition to the Permanent Collection of the Art Association of Montreal. Michele Marieschi was a Venetian painter and etcher of architectural subjects who died in 1743. The works of this painter, in some collections, pass for Canaletto's or more generally are described as pictures of the School of Canaletto, as there are not many who are sufficiently acquainted with their pencilling to identify them.

Cranach where the rich colors of the Virgin's dress leap out against the dark-colored drape held by little angels—we have the added delight of exquisitely detailed landscapes or interiors in fresh vivid tones. Balancing the rich red of the Virgin's robe in the Cranach, is the bright hill and castle and the lightly toned sky of the landscape revealed in the upper left-hand corner; and all about her feet is the exquisite pattern of strawberries. Framing the central figure of Andrea di Nicolo's "Mass of Saint Gregory" are gorgeously detailed round arches, in which the haloed saint stands, forming with the whole an exquisite harmony of line. The background is painted with a delicate precision of drawing and of color that recalls the ballet-school pictures of Degas in the Louvre. The work of a South German Master, "Christ in the house of Saint Simeon," is a lovely

Bronzino's Leonora of Toledo is portrait painting in the Vandyke manner, a fine study of rich fabrics on a conventional aristocrat. The Tintoretto is on the whole a disappointment—the composition of the fore part of the picture is fine, but the color throughout, and particularly of the prussian blue and orange sky, is distinctly displeasing, and far from the color of the same artist at his best. But the rich rhythms of the composition do much to make up for it.

It is with considerable surprise that we find several of the pictures, completely unfamiliar to us, have belonged to the Toronto Art Gallery since 1926. Among the most interesting of these is Alvise Vivarini's "Holy Bishop," a 15th century Venetian work. These pictures have been cleaned and restored and will now be permanently on view in the Art Gallery. They are beyond a doubt among our most valuable possessions.

### In Shakespeare Land

WHATEVER lands we may forget in our foreign pilgrimages, England retains her hold. In fact, the British Isles can never be foreign soil to the Canadian. We, most of us, "have learned from our wistful mothers to call old England home." So we set out for England, with the blessed assurance that we shall feel in no strange land. After we have seen some of the sights of London, our hearts turn inevitably to that town of Stratford on the river Avon and to the grey spire which marks the place where the greatest of all Englishmen is buried. Shakespeare Land is sacred soil for all who speak the English language, and so we make our way to Stratford, as soon as we may. And if the fates are kind, the month is June. The town of Stratford is never empty. There are always tourists—most of them from the United States—making their way to the various spots which were once graced by the presence of "Will" Shakespeare.

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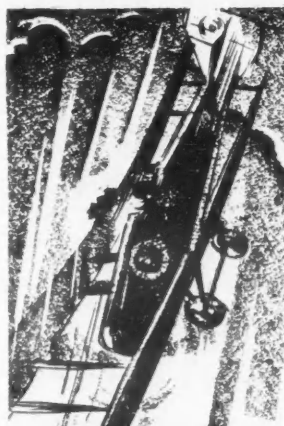
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# FILM PARADE

By HAL FRANK

## "Hell's Angels"

"HELL'S ANGELS", even after a zealous censor board has hacked into it right and left to preserve the community's moral tone and its romantic conception of soldiering, still remains a tremendous film, one of the most gripping things that the screen, talking or silent, has yet done. The story, in its original form silly and inconsequent, has been rendered even more so by heavy incisions, but that pales into unimportance beside the epic grandeur of the air scenes. These are the last word in realism and photographic art. The zeppelin raid over London, ending in the historic episode when an English flyer crashes his plane into the ship and goes with it in a crashing sheet of flame through the clouds to the ground, is unforgettable in its stark power and gruesome beauty. This, with the raid on the German ammunition dump and the consequent dog-fight between scores of British and German planes, affords two gripping climaxes that hold one rivetted to one's seat. Small wonder that in filming these scenes millions of dollars were spent and not a few lives lost.

Ben Lyon, as the young philanderer in love with life who weakens under the strain of combat, handles the rôle satisfactorily. Jean Harlow as the young exponent of "love while and where you may" escapes the censor's shears long enough to make an impression with her scantily-clad beauty.

The film will enter its second week at the Royal Alexandra Theatre, Toronto, on Monday. By all means, see it.



MARLENE DIETRICH

New German film star who is featured with Gary Cooper in the film, "Morocco".

## "Morocco"

FOR all that it moves slowly, Joseph Von Sternberg has done a splendid job in "Morocco", the romance, under the African sun, of two disillusioned lovers, a vaudeville actress (Marlene Dietrich) and a Foreign Legionnaire (Gary Cooper). The atmosphere of the film is rich and authentic, and there is a skilful use of detail to bring out character, emphasize drama, that is little short of genius. Von Sternberg has a better grasp of his medium, both in photography and sound, than the majority of his contemporaries.

"Morocco" is also important because it brings to the American screen the German actress, Marlene Dietrich, whose blonde exotic beauty bears a strong resemblance to that of Greta Garbo. She is a finished actress and possesses a personality whose immediate appeal undoubtedly will place her among the film idols of the day.

## Film Notes

Throughout "Under Suspicion," current attraction at the Uptown Theatre, Toronto, Fox Movietone romance of the northwest, runs a story of rivalry of two members of the Royal Canadian Mounted Police over the heart of a beautiful and charming daughter of their commandant.

J. Harold Murray, musical comedy star, and Lois Moran are co-featured in the leading roles with a supporting cast including such well known screen personalities as J. M. Kerrigan, Marie Saxon, Lumsden Hare, Erwin Connelly and George Brent.

If Maude Adams didn't pronounce the name "John" with such a thick Scotch accent that it sounded like "Joan," Joan Bennett, screen star, would have become famous under another name.

Miss Bennett, who heads the all star cast of "Maybe It's Love," comedy-drama current attraction at Shea's Theatre, Toronto, was supposed to have been a boy. Her father, before she was born, was appearing in the Barrie play "What Every Woman Knows" with Maude

Adams. He and his wife decided to name their son John but when the son happened to be a girl they called her by the name Maude Adams used in saying John.

Joan portrays a beautiful campus co-ed in "Maybe It's Love." The cast also includes Joe. E. Brown, James Hall and Laura Lee.



KAY FRANCIS

With Kenneth MacKenna in "The Virtuous Sin", a current film release.

Practically everyone is familiar with the golf widow, that sadly neglected victim of the man whose days are spent on the links and his nights in endless recountings of the birdies, eagles, and holes-in-one he almost made.

But golf widows were sadly neglected until Hollywood produced "Part Time Wife," which exposes the life of a wife trying to manage the marital bark and at the same time compete in amateur golf tournaments.

Edmund Lowe is the golf widower in the current attraction at the Imperial Theatre, Toronto. Business worries just about drive him frantic, and he forgets to observe their wedding anniversary. They quarrel, with golf the main cause.



A scene from the thrilling air film, "Hell's Angels" which begins its second week at the Royal Alexandra Theatre next week.

## MUSIC

### Salzburg Series

ARTURO TOSCANINI will conduct the Vienna Philharmonic Orchestra at the next festival plays at Salzburg in 1931, it is announced. A very ambitious program has been set up by the sponsors of the plays, including a series by the Scala under the direction of Arturo Luccini. There is every probability that negotiations started with the Milan Opera to this purpose will be brought to a propitious end. The Italians will present Rossini's "Barber of Seville", Donizetti's "Don Pasquale" and Cimarosa's "Secret Marriage". Like in previous years, the Vienna Opera will produce five Mozart operas, Gluck's "Orpheus", "Le Chevalier aux Roses" and "Fidelio" under the batons of Clemens Krauss, Franz Schalk and Bruno Walter, who will also conduct most of the eight orchestra concerts of the Vienna Philharmonians that are on the program.

Professor Max Reinhardt will come out with a new staging of Hugo von Hofmannthal's "Der Schwierige", which is one of the repertory plays of the Reinhardt Theatre in Vienna, and "Everyman", by the same author, will be given, as usually, on the open square in front of the cathedral. Mozart serenades in some of the historic courtyards of Salzburg's public buildings will fill the evenings which are not otherwise occupied by musical events. The Philharmonic Orchestra of Budapest has been asked to inaugurate the festive season with two concerts under the direction of Ernst von Dohnanyi and has accepted the invitation.

It was decided to give the plays special brilliance, because it was found this year that the response of the international public has been much greater than previously. Especially the guests from America were numerous and of a very good and discriminating class.

### Musical Notes

Leslie Holmes, eminent Canadian baritone, will give a song-recital in Margaret Eaton Hall, on Saturday evening, January 10th. Mr. Holmes has recently appeared in Toronto with the Toronto Symphony Orchestra and the Hart House String Quartet. He will be accompanied at the piano by Miss Agnes Best.

Jeanne Dusseau, celebrated Canadian soprano, who has been touring England and the Continent, sang the "Elijah" in Newcastle on December 18th, assisted at the piano by Gerald Moore. Madame Dusseau sang two concerts in Holland, at Hague, and Amsterdam in December. She spent Christmas in Paris.

Joan Elwes, English soprano, sings the aria "Softly Sighing" from Weber's "Der Freischütz" with the Orchestra at the Twilight Concert of the Toronto Symphony Orchestra on Tuesday next, January the 13th at 5.15. She also sings a group of

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Monday, Jan. 12th, at 8.15

Admission \$1.00 and 50c (inc. tax). Tickets at Toronto Conservatory of Music, Heintzman &amp; Company, Mason &amp; Risch, Paul Hahn &amp; Co., Hart House.



LILLIAN SPARLING

Violinist, who will give a recital at Hart House Theatre on Jan. 13th. Her program includes works by Bach, Ravel, Debussy, etc.

MacMillan will give a lecture on "The Messiah" in the Concert Hall of the Toronto Conservatory of Music. In addition to discussing the work as a whole, Dr. MacMillan will deal with the origin of some of the well-known numbers, and in particular with the volume of Italian duets from which some of the choral numbers are taken. The lecture will be illustrated by Miss Enid Gray and Mrs. Kathleen Monk Gresham, who will sing two of the duets. The lecture will be open to the public free of charge.

An interesting two-piano recital will be given by Kathleen Irwin and Winifred MacMillan on Thursday, January 22nd, in the Toronto Conservatory Concert Hall. They will be assisted by Joyce Hornyski, cellist, with Dr. Ernest MacMillan at the piano. The programme will include works by J. S. Bach, Pasquini, Saint Saens, Kodaly, Tailleferre and Ravel.

## GERTRUDE BLUMENTHAL

The English dramatic soprano and formerly of the Covent Garden Opera gave a song recital at the Toronto Conservatory of Music Concert Hall on Jan. 9th, assisted by Mabel Prestwich Harrison, pianist.

songs with the piano. In a letter to Joan Elwes, Elgar said, "Your singing in the 'Dream of Gerontius' and 'Caractacus' gave me great pleasure and satisfaction; I should be glad to hear that you are entrusted with the products of any of my works." The Orchestra, under the direction of Dr. Luigi von Kunits, will play Schubert's Overture "Rosamunde," the "Siegfried Idyl" of Wagner, and Cadman's "Oriental Rhapsody" (new).

On Saturday afternoon, January 10th, at 3.30 o'clock, Dr. Ernest

with the Imperial Russian Opera of Petrograd—in 1920.

In 1923, deprived of all their possessions, they managed to leave Russia. But it was not long before their fame spread through Western Europe. On January 7th, 1928, at Town Hall, New York, the Quartet made its American debut and in two seasons before the American public the Kedroffs have won a triumph which rivals their conquest of the music world of Europe.

ON MONDAY evening, Jan. 12th, Dr. Ernest MacMillan will conduct the performance of "The Messiah" at St. Paul's Anglican Church, Toronto. There will be a full orchestral accompaniment, with T. J. Crawford at the organ. The soloists are: Dorothy Allan Park, soprano; Eileen Law-Marshall, contralto; Harry Cole, tenor, and Frank Oldfield, bass.

THE many Canadians who remember the visit of the Dean of Windsor and the Westminster Choir, three years ago, will be able to greet the Dean in a new form, when his "A Victorian Dean" is published in a week or two.

The Dean of Windsor, whose happy speeches were a surprise to all those who associated sombreness with Clerics, has written the story of his uncle, Dean Stanley of Westminster, who was himself so greatly interested in Canada. The Dean of Windsor has collaborated with Mr. Hector Bolitho, who also came here as a visitor, and their book is more than the story of "A Victorian Dean", for it is an extraordinary picture of the Victorian Court. Dean Stanley knew Queen Victoria more intimately than any Clergyman of his time, and with his wife, Lady Augusta Stanley, they lived very near to the inner life of the Queen, in her widowhood. Dean Stanley was also chosen to go abroad with King Edward, when he was Prince of Wales. People who have faith in the Lytton Strachey picture of the Queen will be greatly surprised by the evidence of this life of Dean



JOAN ELWES

Soloist with the Toronto Symphony Orchestra at its twilight concert at Massey Hall, Jan. 13th.

Stanley. But it is not the Queen alone who appears in the pages; the writers have made the whole Victorian procession come to life again.

The book will be published by Chatto & Windus, whose Canadian agents are The Musson Book Company, of Toronto.

**"Echoes"**

THE handsome Christmas number of "Echoes", the official organ of the I.O.D.E., edited by Mary Agnes Pease, has just come to hand. Attractively set-up, with many excellent features, including an illuminating article on the Imperial Conference by Lucy S. Doyle, it proves a creditable achievement.

Dear Old Lady—"Captain, would you please help me find my state-room?"

Captain—"Have you forgotten what number it is, madame?"

D. O. L.—"Yes, but I'll know it if I see it again, there was a light-house just outside the window."—Puppet.

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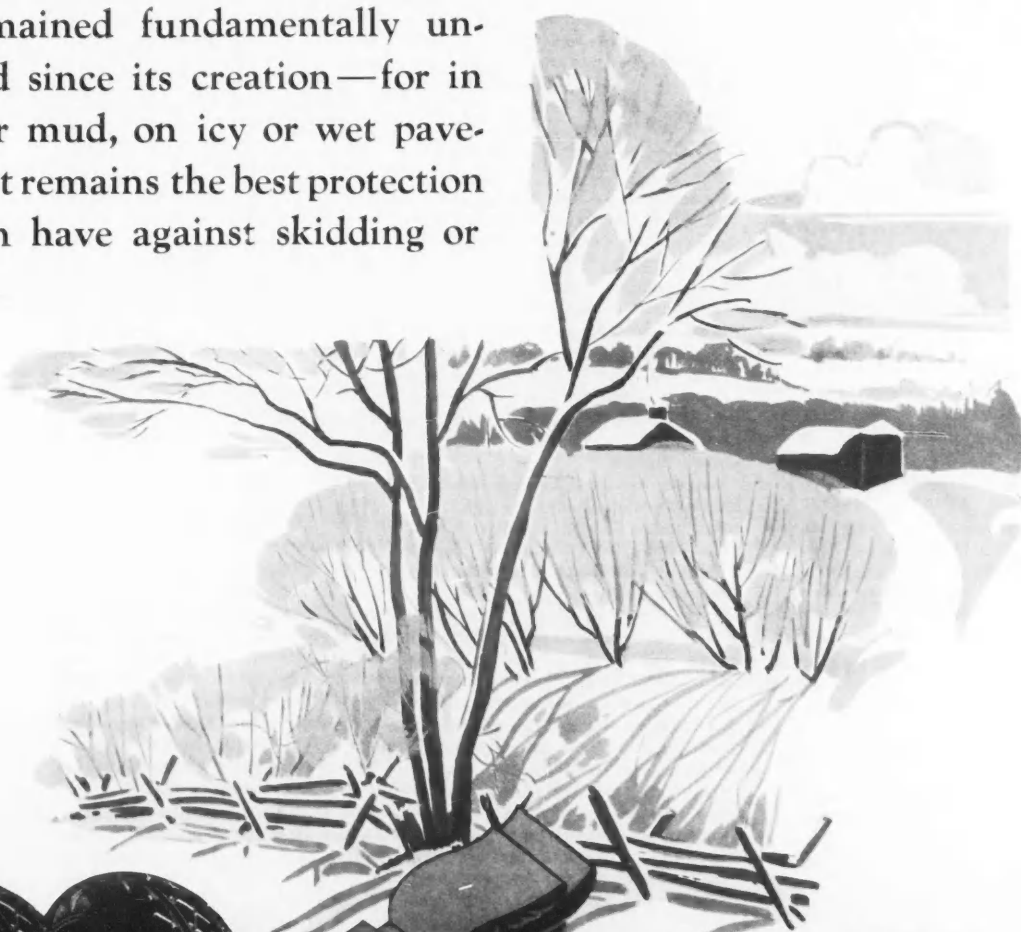
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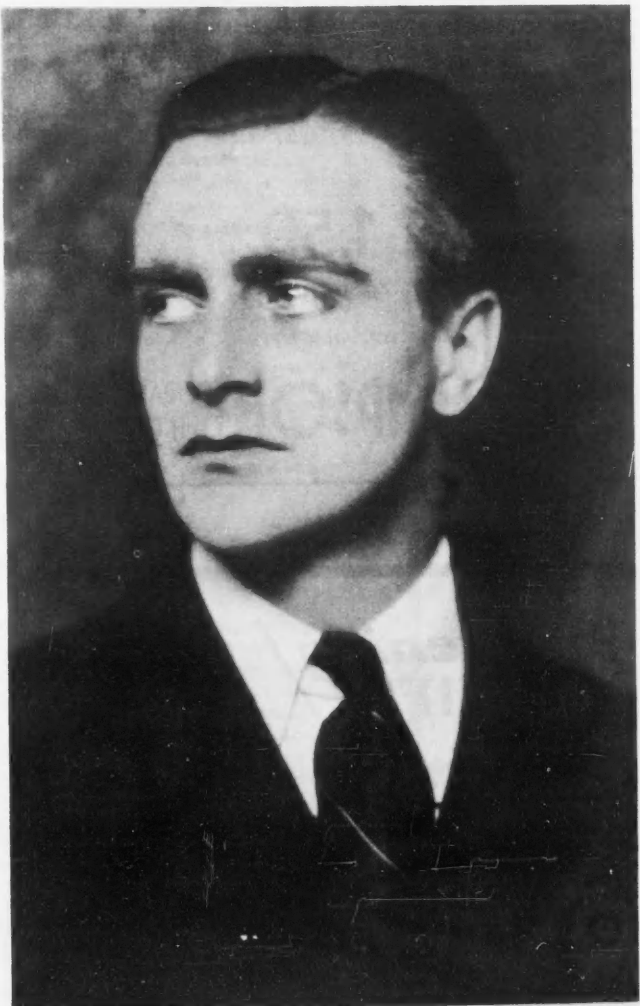
"Moscow is now linked to New York by radio." Just the spot, we should think, for a war of annihilation, Rudy Vallée versus the Volga boatmen.—*Detroit News*.

We'd like to know what the policy of the recording angel is about telling a youngster Santa Claus won't come if he catches him uttering falsehoods.—*Ohio State Journal*.

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### Books Received

- "Lost Property", by Rancee of Sarawak; Nash & Grayson, London. A romance of East and West.
- "The Man Child", by Grace Blackburn; The Graphic Publishers, Ottawa; price \$2.00. The tragic story of a mother's love for her son.
- "Luke Andibras", by Harold Essex; Nash & Grayson, London. A study of an unlikable young man.
- "The Day of Small Things", by O. Douglas; Hodder & Stoughton, London. A new novel by the author of "Eliza for Common".
- "More Stories of Grit", by Archer Wallace; Mussions, Toronto; price \$1.00. Thrilling stories of Sir Walter Scott, Isaac Newton, Timothy Eaton, for the young people.
- "Outlaws of Eden", by Peter B. Kyne; Copp-Clark, Toronto; price \$2.00. A romance of the cattle country.
- "Susann of Sandy Point", by Annie Gray Caswell; Longmans, Green, Toronto; price \$2.00. Susann wants to go to college but meets many obstacles.
- "Indian Nights", by Isabel Ecclestone Mackay; McClelland & Stewart, Toronto; price \$2.50. Attractive legends of the West Coast Indians, with decorations by Thoreau Macdonald.
- "Swallows and Amazons", by Arthur Ransome; Cape-Nelson, Toronto; price \$2.50. The pleasant story of two families of children, with a couple of sailing boats, on a lake.
- "The Blackthorn Winter", by Philippa Powys; Macmillans, Toronto; price \$2.00. A story of pastoral England, the love of a girl for a gypsy.

### Book Service

Readers wishing to purchase books reviewed or advertised in these columns and unable to procure them from their local dealers, may do so by sending the price by postal or express order to THE BOOKSHELF, SATURDAY NIGHT, Toronto. Books cannot be sent on approval.

# THE BOOKSHELF

By HAROLD F. SUTTON

### Book Notes

"The Mysterious Universe", by Sir James Jeans; Macmillans, Toronto; \$1.00.

"Man and His Universe", by H. Langdon-Davies; Harper-Mussions, Toronto; \$5.00.

"The Biology of Civilization", by C. C. Walker; Macmillans, Toronto; \$3.00.

"N by E", written and illustrated by Rockwell Kent; Brewer and Warren, New York; \$3.50.

"Wilderness", written and illustrated by Rockwell Kent; Modern Library; Macmillans, Toronto; \$1.00.

"The Savoy Cocktail Book"; Constable-Macmillan, Toronto.

WHAT mathematicians, astro-physicists and their ilk have lately done to scientific thought is just too bad. Prof. A. S. Eddington ("Space, Time and Gravitation") and now Sir James Jeans ("The Universe Around Us", "The Mysterious Universe") with a few strokes of the abstract pen completely dispose of, for the time being, the mechanical soulless universe so beloved by the biologist and the common or garden physicist. They tell us, and telling us, bark back to Plato and his mathematical concept of nature, that reality is a shadow utterly beyond the understanding of image-loving man and can only be expressed in terms of mathematics. Natural phenomena are now expressed in a continua of four and more dimensions, which leaves the man in the street, who cannot go more than three, without a leg to stand on so far as comprehending the cosmos is concerned.

The philosophic effect of these ideas is rapidly becoming apparent. They open to the door to the re-entry of religion, mysticism, romance, for the universe now conceived of is irrational enough to allow for the play of human will and the conception of a cosmic power beyond the reach of the senses. Jeans and Eddington for all their romanticism (and mathematicians and astro-physicists are by their very calling romanticists) are pessimistic about the future of the universe as they see its mass daily being diminished by radiation. Countless millions of years hence space will contain nothing but homeless radiation pulsing aimlessly hither and thither and no place to hang its hat.

This revolution in scientific thought, as expressed in the books I have mentioned, is of such tremendous import that they should be read by every intelligent person anxious to keep abreast of the flow of modern ideas.

And may I also recommend, if you have not read it already, H. Langdon-Davies' "Man and His Universe," which describes in brilliant and amazingly comprehensive fashion the rise of man from a condition of blind ignorance and fear to his present mental and emotional state. Beginning with our shadowy ancestors, the amoeba, the fish and the reptile, he paints a historical canvas that is richly coloured and yet always factual.

As an antidote to the romantic implications contained in the foregoing books, I suggest that you read "The Biology of Civilization," by C. C. Walker, an English entomologist now resident in Canada. Mr. Walker adheres to the pitiless view that civilization is dominated by biological law and he strips history of its political and social glamour to show that human will is a fallacy and that all mortal events are the expression of organic forces utterly beyond control. His chapter on war is particularly arresting at this time of peace treaties, disarmament conferences, for he argues that "war is a great and persistent fact in the world's history" and all the best resolutions in the world can not prevent it so long as biology continues to remain what it is, so long as human desires continue irrefragably, to seek for personal satisfaction.

A year or so ago Rockwell Kent, the distinguished American artist, author and explorer journeyed to Greenland with several companions. It was not his first trip to the outposts of civilization (see "Wilderness" now reprinted with abundant illustrations by the author in the "Modern Library") but it was more exciting, his ship being crushed by a sudden storm as she lay in a Greenland Fjord. For a time Kent had his name headlined in the alarmed newspapers, but all ended happily. "N by E" is a description of that hazardous voyage, written lucidly and with rich imagery by a man sensitive in mind and body to the pulsing beauty of nature. And in-

(Continued on Page 9)



From an illustration by Rockwell Kent for his "N by E"

### The Centenary Hazlitt

"THE COMPLETE WORKS OF WILLIAM HAZLITT," edited by P. P. Howe, Vol. 1, IV, and V. J. M. Dent & Sons, London and Toronto, \$100.00 the set of 21 Volumes.

By R. K. GORDON

THIS—the first complete Hazlitt—is, as Falstaff said of Mistress Quickly, a thing to thank God on. The Collected Works edited by A. R. Waller and Arnold Glover (1902-06), upon which the present edition is based, have for years been out of print and beyond the reach of all but very long purses. The first fifteen volumes of the new edition will give the text of the books issued by Hazlitt in his lifetime, including the English Grammar and The Life of Napoleon which were not reprinted by Waller and Glover. The next five volumes will contain essays not collected by Hazlitt in book-form, and, many of them, unknown till Mr. Howe, a few years ago, exhumed them from the files of old journals. The final volume will be a general index. The three volumes now published include An Essay on the Principles of Human Action and other early pieces, The Round Table, Characters of Shakespeare's Plays, Lectures on the English Poets, and A View of the English Stage. The frontispiece are Hazlitt's portrait of Lamb, the house in Westminster (once Milton's) where Hazlitt lived 1812-1819, and a charming group of family miniatures by Hazlitt's older brother reproduced in colour. Mr. Howe has profited by the valuable work of Waller and Glover, and he gives them generous praise. But he deserves well of Hazlitt on his own account, and is very modest about what he has done for his author. Six years after Hazlitt's death Bulwer Lytton said that the only monument he needed was a complete collection of his works. That monument has now been solidly built by Mr. Howe, and by his publishers, who have given Hazlitt in these brown buckram volumes a handsomer dress than he has ever worn before.

The growth of Hazlitt's reputation has been slow but steady. In his lifetime he made enemies for himself by the frankness of his literary and political criticism. Fear of giving offense never made Hazlitt soften or conceal his ideas. He thought that Wordsworth, Coleridge, and Southey had deserted the cause of liberty; and what Hazlitt thought he said, and said loudly. He prided himself on the independence of his mind and the consistency of his opinions. He had set out in life with the French Revolution; and he never grew cold, respectable, or unmoved by the suffering and injustice in the world. For those who, in his opinion, had maliciously and wilfully blasted the hopes of the golden era of his youth, when events in France promised a new heaven and a new earth, he felt lasting hatred and scorn. His sinewy prose could hit with deadly force, as, for instance, when he contrasted Southey the revolutionary with Southey the poet-laureate. "The one was a frantic demagogue; the other was a servile court-toil; the one maintained second-hand paradoxes; the other re-

peats second-hand common-places." Hazlitt did not confine his political opinions to his political essays. He praised the Waverley Novels as a second edition of human nature, but he could not end his article without saying what he thought of Scott's politics. The bitterness of political controversy hid Hazlitt's great literary merits from many of his contemporaries. The editor of the Quarterly, for example, reviled him as a worthless scribbler and, fortunately for us, drew upon himself the full discharge of Hazlitt's contempt in the letter to William Gifford, the greatest letter of wrathful abuse in the English language. But what deterred and shocked readers of a hundred years ago in Hazlitt's politics attracts us by its fearlessness and humanity; and, if we deprecate the excessive violence of some passages, we should remember that writers on the other side were not more polite but merely more feeble.

Hazlitt's son tells us that his father's last words were, "I have had a happy life." He was happy not in being free from disappointments and difficulties. He had his full share of troubles both financial and domestic. He was happy because he lived intensely, and it is this intensity which makes him a great essayist. On almost every page he stamped something of his strong personality. He never seems slack or half-alive. His prejudices, his hatreds—he tasted deeply of the pleasures of hatings—his affections, are all flung on to the page. Whether he is writing of Cavanagh the fives player, or of a prize fight, or of the Indian Jugglers, or of The Beggar's Opera, his whole head and heart are in the business. Above all he delights to live among the memories of his youth. He feels again the thrill of his first visit to the Louvre in the days when what he wanted most in the world was to paint like Titian, or he recalls the cheerless January morning in 1798 when he walked ten miles in the mud to see and hear Coleridge for the first time.

Hazlitt was nearly thirty before he published his first book and nearly forty before he showed what he could do in the short essay. But the earlier years had not been wasted. Hazlitt had been reading philosophy, studying and practising painting, watching and thinking about politics, and reading the classics, especially the old English classics, Chaucer, Shakespeare, Fielding and the rest. He did not learn easily or quickly how to pour his mind out on paper, but he learned at last. After The Round Table (1817) there are no more false starts. Hazlitt, from then on, marched like a conqueror through field after field of journalism. Plays, acting, politics, painting, literature, sport, human nature—on all these Hazlitt thought and wrote freshly and memorably. The passage of a century has not dulled the keenness of Hazlitt's thought, nor taken the edge off his style. Who can begin an essay better? "The first Methodist on record was David." "No young man believes he shall ever die." "The conversation of lords is very different from that of authors." And what follows is as good as the beginning.

The names of Hazlitt and Charles

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Legal Directory of practising Law Firms.

Legal and Judicial Directories; Judges; Court Officials; Registrars; Magistrates; Official Receivers, etc.

Newspaper and Magazine Directory; Principal Clubs; Educational Institutions; Societies; Religious Denominations; Complete List of Chambers of Commerce and Boards of Trade.

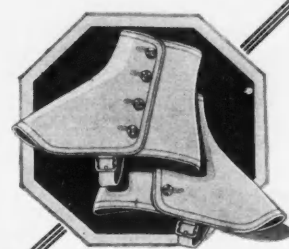
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**Church's British Shoes**  
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like the Firm,  
Sensitive Grip in



### The HACK

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BACKED BY THE WHOLE DOMINION



Lamb are rightly linked in English literature. No doubt, Lamb is the greater artist. He could take his time and consult his mood; Hazlitt had to write for bread and butter. Lamb's nature, too, is sweeter and more harmonious. Both excelled in short pieces, both loved our older authors, both were great theatre-goers, and both had an imperfect sympathy with Scots.

### Cowboy

"ON THE TRAIL," being my reminiscences as a cowboy; by Frank Harris; Longmans, Green, Toronto; \$2.00.

By C. J. EUSTACE

THERE can be but few living men today who recall the days of dime novels and gun-play in the early seventies. One is apt to take the novels of Zane Grey with the proverbial "pinch of salt," but it is a fact that the days of the covered wagon and the buffalo were just as full of danger and excitement as the novels which attempted to depict them—probably more so.

Few people would suspect that Frank Harris, who is said to be one of the world's best short story writers, was once a cowboy; and that he indulged in such things as cattle rustling, fights with Indians, and fast shooting. But such is the case, as these memoirs prove most effectively. The old man of seventy-five, gazing peacefully from the balcony of his villa overlooking the Mediterranean, the friend of Emerson, Carlyle, Ruskin, Whistler, Meredith, Wilde, King Edward VII., Maeterlinck, and Bernard Shaw, sits and dreams of his youth. It is a youth, too, which is well worth remembering.

In a hotel in Chicago in the early seventies he met a group of cattlemen from Texas. After some deliberation he went down with them "on the trail" across the southern border, where civilization was only a name. He gained experience there, and of such a nature as to make the hearts of all those who hanker for adventure beat lustily.

Harris actually associated with many of the heroes of our boyish imagination. One of these—Wild Bill Hickok—was his greatest friend, and the chapter in which he describes this taciturn, handsome cowboy is one of the best in the book.

The accounts of frays between the fiery Mexicans and the dour Texans are also worth reading. There is one amusing story told of cattle-raiding in Mexico. Infuriated "greasers" followed the cowboys into U. S. territory, where they were shot down while attempting to regain their rightful property. To add insult to injury one of the cowboys suggested that a claim should be made against the Mexican Government for raiding U. S. territory.

"The idea of punishing the Mexicans for getting shot trying to recapture their own cattle, appealed to us Americans as something intensely humorous. All the Texans gave their names solemnly as witnesses, and Rossiter swore he would draw up a document. Years afterwards Bent whom I met by chance, told me that Rossiter had got \$20,000 on that claim from the Mexican Government."

Men lived dangerously in those days, and Frank Harris's reminiscences of life on the trail bring all the glamour of those times back again. It is good indeed that so able a pen should chronicle these adventures. There cannot be many men living today who remember this period of American history. The atmosphere of pioneer days is re-created for us so vividly that it is easy to believe the statement of the author himself who says . . . "Kings and cowboys I have known, and the cowboys stand out above the rest. I am six thousand miles from them at this moment and fifty-six years in time, but they seem nearer to me than this morning's paper."

### Pro Bono Publico?

"FADS, FRAUDS AND PHYSICIANS," by T. Swann Harding; Longmans, Green and Co., Toronto; 499 pages, \$3.50.

By J. P. McMURRICH

IT is so easy to indict an individual or an entire profession or trade of ignorance, stupidity, bigotry, venality and incompetence, by gathering together all the adverse statements and criticisms that may be found and carefully refraining from mentioning whatever of good may be said. And that is the method Mr. Harding has followed in writing this book. One cannot help wondering how the legal or even the clerical profession would fare under similar treatment! As with Caesar, the evil that physicians may do lives after them, the good is oft interred with their bones.

But there is method in the author's madness. His object is by showing up physicians in the worst light possible to gain support for propaganda looking to the inauguration of a system of State Control of Medical Service. Rumours of such a system

are undoubtedly in the air; it has been established in Sweden, a step toward it has been taken by Great Britain and it is mooted for Canada. Taxation of all for the assurance of efficient medical service for those who require it has been tried in certain industrial and academic organizations, and, if generally feasible and equitably administered, might go far to lessen the difficulties of securing such service in sparsely populated rural districts and bring it within the means of the person of moderate income in city hospitals.

It is more than doubtful, however, whether any such system could be devised that would supply the community, as Mr. Harding apparently thinks it would, with only super-physicians. Indeed by its extremely partial method of presentation the book has overshoot its mark and it's apt to injure, rather than to forward, the author's aims. Its effects on the indiscriminating reader may be to lessen his faith in the regular physician and throw him into the hands of the really incompetent irregular practitioner.

One circumstance puzzles us considerably in this age of hustle and hurry. Looking over the ads, we have discovered that non-run panties are worth more than running pants.—*Boston Herald.*



From an illustration by Rockwell Kent for his "N by E"

### New Yorkers

"SMART SETBACK," by Wood Kahler; Alfred A. Knopf; Longmans, Green, Toronto; price \$2.50.

By JOSEPH EASTON McDOUGALL

WE DID not read Mr. Kahler's first book, "Early to Bed". But the *New York Times*, that Bible of the book trade, said that it was "the best, most accurate and most convincing tale of Americans in Paris that has

yet appeared." Having read "Smart Setback", however, we feel that we know just what sort of a book it is. It must be fun. "Smart Setback" isn't about Paris but it applies a holiday mood of sophistication to a group of young New Yorkers. We doubt if accuracy and conviction have much to do with it; its charm, for those who will find it charming, lies in the successful adoption of an attitude of being smart for smartness sake. Given this point of departure the author may be forgiven almost anything if

he only escapes boring one. Having approached "Smart Setback" in none too serious a mood, we found very few dull passages.

There is a plot, starting with the amazing assumption that someone has cornered all the setback apartments in New York and has dispatched the debonair hero of the book to obtain the endorsement of this type of suite from a prominent society matron who on such points is very hard to make. At a considerably inebriated party, of which the volume contains several, Kent Cranford starts on his quest. He meets the idle, attractive and promiscuous daughter of the lady whose favors he seeks. Setting out to correct her condition of boredom by giving her life a plot, Cranford soon finds himself amazingly successful in that he himself becomes one of the leading characters in the new plot. Their love affair is quite a smart one.

It is in conversation, however, that the author is at his best, that is to say his most amusing. We particularly delighted in the recurring situation in which Cranford and Tony do their best to shock Tony's conventional and rather ridiculous wife, poor wretch. Their biological wise-cracks tie her into knots—as they may a few readers.

### Book Notes

(Continued from Page 8)

comparably illustrated with the unique, semi-classical black and white drawings that have marked Rockwell Kent out from his contemporaries as an artist with originality and power of style.

Those who take more than a casual interest in the cocktail should be fascinated by "The Savoy Cocktail Book" which comes from England in a dazzling gold cover and set up, printed and illustrated in a fashion that can only be described as superb. It contains enough recipes for cocktails to keep one lifting the elbow for several thousand light years and in addition goes briefly into the entrancing history of wines and liqueurs. A grand book to read and put into practise.

"When was King Wenceslas murdered?" asks a correspondent. Last night, on our front doorstep.—*The Humorist.*

As we understand the news from Poland, Pilsudsky has restored the old two-party system. One party is in office and the other in jail.—*The New Yorker.*

## An Appreciation

OUR appreciation is extended to the advertisers and advertising agency executives who showed such marked confidence in CANADIAN HOME JOURNAL during 1930. In their overwhelming choice of this magazine as the leading national women's publication in Canada, they once again demonstrated that editorial excellence is of supreme interest to discriminating buyers of advertising.

For many years CANADIAN HOME JOURNAL has set a high standard in the quality, scope and variety of its editorial contents. In addition to presenting to its readers each month a wealth of first-class fiction, its regular departments and special articles cover every field of feminine interest. It is our intention in 1931 to develop further the wide reader interest which has been the keynote of this magazine's outstanding success.

The figures below show that CANADIAN HOME JOURNAL has maintained consistently its leadership in volume of advertising lineage carried.

	Total Lineage 1928	Average Per Issue	Total Lineage 1929	Average Per Issue	Total Lineage 1930	Average Per Issue
Canadian Home Journal	392,697	32,725	429,386	35,782	403,166	33,597
2nd Women's Magazine	229,950	22,950	235,046	19,587	200,543	16,712

The above figures present striking proof of the dominance of CANADIAN HOME JOURNAL in its field. A point that is particularly gratifying to us is that 106 Canadian concerns showed their approval of our publication by using 108,823 lines of advertising in 1930. The second Women's publication carried 68 Canadian firms who used 60,585 lines. No account has been included as Canadian where there is any contact outside of Canada.

### Sound, Steady Growth in Circulation

As the editorial excellence of CANADIAN HOME JOURNAL has developed, so has it shown consistent growth in circulation. This growth is attributable entirely to reader interest. Our circulation sales staff is composed of permanent employees who sell the publication on its basic merits and are forbidden to use sentimental appeal or other methods of doubtful value. While we do not deprecate the value of circulation secured through boys of a discretionary age, we are convinced that single copy sales made by children, seven to ten years old, are invariably obtained through sentiment.

The adoption of a rigid, clean-cut circulation policy has enabled CANADIAN HOME JOURNAL to expand on a sound, healthy basis. It is an assurance of definite worth to buyers of space who invest in the advertising columns of this magazine.

## Canadian Home Journal

"Canada's National Women's and Home Magazine"

150,000 Net Paid A.B.C. Circulation Guaranteed





# Highlights of Sport

College Hockey — Nels Nelsen at "Lucerne" — Manitoba Grads' Tour — No Decision

By N. A. B.

EVERY year the Varsity Blues, senior intercollegiate representatives of the University of Toronto, make a Christmas tour of the United States and play at least three games with the hockey teams of big American universities. At first the Blues had things all their own way and for several years did not lose a single game. Recent tours have proven a most important point to be true: the trend of amateur hockey played in the United States is steadily improving

and the native American players are getting beyond the mere rudiments of Canada's national winter pastime, and are slowly becoming acquainted with the finer points of the game's technique. Stacking up this year against Harvard, Yale, Princeton, the Canadians found the road rougher than ever, and the Americans, comparative newcomers to hockey, have shown promising signs of producing their own hockey stars of the future, and may in the not-too-distant seasons not

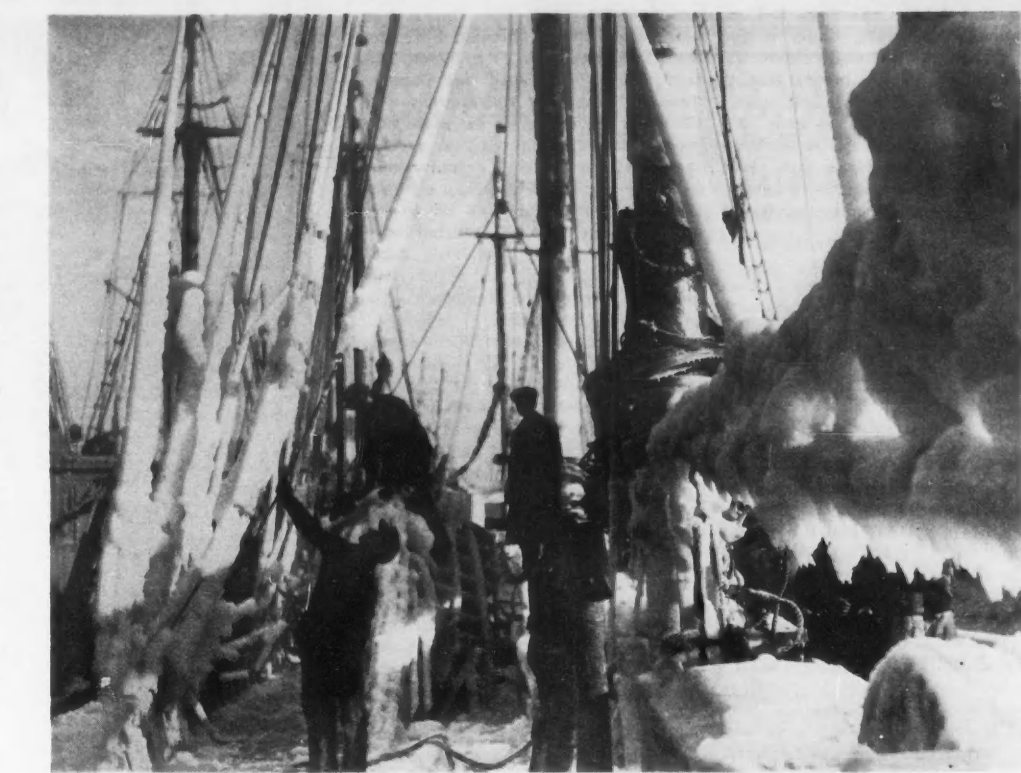
have to depend on Canada for ninety per cent. of the stars imported to play on American professional teams.

The time is gone when an invading team of Canadian amateurs could skate rings around their American hosts, even though a certain amount of crudeness does mark the latter's play. It is still considered good hockey form on American university teams for a player to charge dead on at his opposing check rather than circle him, nor have they yet learned the fine art of handing out a clean legitimate body-check. The coaches seem to favor big, strong, clumsy players rather than clever, slighter men, and in doing so forget that the three swiftest and highest-scoring professional hockey players in the game to-day, Howie Morenz, Aurel Joliat and Cooney Weiland, are all comparatively small men.

The formation of an international intercollegiate hockey league would do much to help the game along in every way on both sides of the border, for the American 'Varsities could learn the finer features of the game in actual league-game competitions with the more experienced Canadians, and the latter would not only split large gate receipts taken in the U.S., but would make the names of their colleges much better known across the line.

ALTHOUGH skiing has always been regarded as essentially a European sport, the world's champion ski-jumper is a Canadian, the famous Nels Nelsen, of Revelstoke, B.C. He was expected to be a most prominent figure and a heavy point-scorer for Canada at the next Olympic games, but he has unfortunately just turned professional and become chief ski instructor at the Canadian Pacific's newest winter resort, Lucerne-in-Quebec. As a great new "jump" has just been built at Lucerne, there can be little doubt that the iron-nerved ex-brakeman of Revelstoke will do much spectacular leaping for the entertainment of Lucerne's guests. Nelsen made his reputation as the world's foremost big hill man two years ago when he set the astonishing leap of 241 feet, a mark that has never been bettered in this country or abroad. His younger brother, Ivin, is also a jumper of note.

THE European hockey championships are to be held in Poland early in February and Canada will not



COATED OVER BY "KING WINTER"

The fishing schooner "Wanderer" is here shown as she returned to her Boston pier coated from top to bottom with a heavy layer of ice which she picked up during the recent cold spell while on a fishing expedition.

—Wide World Photo.

which will represent Poland, is now coached by Harold Farlow, well-known amateur hockey referee of Toronto.

TO TURN from the pleasant and clear air of winter sports to fêted Manhattan and the 1930 "foul" rule which still lingers over the boxing camps, one finds the heavyweight situation hopelessly tangled. The New York Boxing Commission has given Yussell the Mussel Jacobs, slippery manager of Max Schmeling, synthetic German champion who arrives very soon, a week to accept its order that Schmeling fight the loquacious American-Lithuanian sailor, Jack Sharkey, before he engages with Young Stribling, the lithe leather-pusher from Georgia. Schmeling's crafty manager, Jacobs, realizes that, after the deplorable Sharkey-Schmeling "foul" decision match last summer, Sharkey has lost 50 per cent. of his power as a drawing card, and all of his B.O. (box-office) appeal, and Jacobs, that being his name and nature, feels that the fast-rising Southerner, Stribling, would be a much more popular opponent for Schmeling. Of late, Stribling, by virtue of two decisions over smackers, has come back tellingly into the public eye and is far more popular than the lumbering Lithuanian, Sharkey, who is quite liable to foul one of his own seconds if he gets sufficiently excited. Perhaps Jacobs realizes also that Schmeling will not win against either of his American opponents and wishes to make more than hay while the sun shines. The huge figure of Primo Carnera casts a shadow also, with vague rumors of a Florida match between him and Stribling. As Jack Dempsey, a real battler, summed up the situation: "The guys who should fight each other won't!"

## Sports and the Ship

WHILE an ocean voyage is generally conceded to be a period of relaxation, it is evident from the athletic equipment now installed in several of the more prominent liners that many tourists exercise more vigorously at sea than they do at home. In a measure this can be at-

tributed to the convenience, the proximity of well-equipped gymnasiums and fine swimming pools, tending to awaken tourists to the healthful advantages of exercise.

The extent to which some steamship lines have gone to accommodate travellers in this respect is evinced in a modern motorship, where a gymnasium and two swimming pools are available. In the gymnasium are parallel bars, ladders, medicine balls, mechanical camels and horses, rowing machines, a boxing dummy and other apparatus. Within a stone's throw of the gymnasium are a steam room, a rest room and a section devoted to electric cabinet baths where three masseurs are in constant attendance.

Directly below and reached by any one of four flights of stairs, is the indoor swimming pool, tiled and finished in black marble and itself an outstanding example of nautical luxury. Supplementing this, is the outdoor pool on boat deck, which is made available during the warm weather and cruises to the West Indies. In fine weather this pool becomes the centre of attraction and assumes the appearance of a miniature summer resort.

A magazine is conducting a contest to learn which are the twelve greatest dates in history. 13,000 contestants, we predict, will start their list "Anthony's with Cleopatra."—Judge.

People have no staying power nowadays, says some medical writer who evidently hasn't been walking the floor the past thirteen months with 500 shares of sick stock.—Detroit News.

We suppose if old Daniel had pulled off his lion act in this highly commercialized age, he wouldn't have said a word about it until after he had signed up with a news syndicate.—Ohio State Journal.

Stalin says tyranny made him a radical. Did radicalism make him a tyrant?—Springfield Republican.

**SUPERFINE LINEN RECORD**

Inscription has become writing or typing . . . and Canada's contribution to the world's recording and correspondence media is headed by her finest all-rag paper, Superfine Linen Record. For your more important hand-written or dictated correspondence, vital records and legal forms.

The famous "R" Shield watermark identifies Superfine Linen Record, Rolland Antique, Earncliffe Linen Bond, Colonial Bond, Mount Royal Bond and that most popular of general utility sheets, Service Bond.

Let us help you choose the proper paper for each purpose. Write for samples and suggestions for their economical use.

**ROLLAND PAPER CO. LIMITED**  
High Grade Paper Makers since 1882  
MONTREAL  
Mills at St. Jerome, Que. and Mont Rolland, Que.

## Canada's Premier Province

# ONTARIO

## Populous—Prosperous—Progressive

ONTARIO, with its population of approximately 3,000,000, represents, roughly, one-third of the total population of the Dominion. It offers one of the richest markets in the Dominion, and a buying power more evenly distributed between urban and rural sections than in any other Province.

The Province has virtually inexhaustible natural resources that, instead of being depleted by the passing years, are being steadily augmented by a wider and more thorough knowledge of the resources of the less settled sections.

In manufacturing, Ontario leads the Provinces of the Dominion, with over 51 per cent. of the manufactures of the Dominion produced within its borders.

The importance of its manufacturing industries is only exceeded by the value of its farms and farm products, for Ontario is essentially a farming section, with an agricultural wealth of \$2,209,935,000, represented in widely diversified agricultural interests.

The mineral resources of Ontario continue to be of first

importance. In 1928 the total production was over \$100,000,000, and the 1929 production was \$117,662,800. Of particular interest at the present time is the production of gold. Ontario supplied 97 per cent. of Canada's total during 1929, and gold production is steadily increasing in the Province, having exceeded \$33,000,000 in 1929.

In hydro-electric power development the Province has been a pioneer, both in the extent of its development and in its interesting and profitable venture into public ownership. It has total known resources of over 5,000,000 horsepower.

In its forest resources it stands second in the Dominion, and the great and virtually untapped District of Patricia gives it an added strength in this department.

Furs and fisheries, while of less importance, are still a factor in the outstanding prosperity of the Province.

Out of these various resources there comes annually a revenue sufficient to offset many times the total funded debt of the Province. This is the fact that gives such an unassailable security to the financial obligations of Ontario.

### FACTS FROM THE FINANCIAL STATEMENT

#### Debt Retirement

Since the inauguration of the Plan, there has been provided and applied in retirement of Provincial Debt the following amounts, totalling \$24,635,304.

Accumulated Sinking Funds as at	Provided by Hydro	Provided by Province	Total
Oct. 31, 1925	\$ 4,812,000	\$ 6,077,100	\$10,889,100
Ordinary Revenue applied to retirement—			
1926		214,612	214,612
1927	1,338,567	1,680,569	3,019,136
1928	1,417,529	1,754,050	3,171,579
1929	1,499,509	1,973,646	3,473,155
1930	1,607,428	2,251,204	3,858,632
	\$10,675,033	\$13,960,271	\$24,635,304

**BILLIONS In Natural Wealth**

Crown Timber	\$4,800,000,000
Mineral Wealth	2,000,000,000
Crown Lands (Undeveloped)	230,000,000
Fish, Fur and Game	200,000,000
Value Available Water Power	150,000,000
Property Asses'd by Municipalities	2,860,000,000

**Ontario's Bond Issues Command Highest Prices**

#### Items from the Annual Income

Farming	\$ 500,000,000
Manufacturing	2,010,484,000
Mining	100,000,000
Forest	103,878,533
Fisheries	2,886,390
Furs	3,406,868

For further information regarding Ontario, apply

Parliament Buildings

Queen's Park, Toronto



THE AUTHOR OF "PICKWICK PAPERS" AS A DANDY  
A new portrait of Charles Dickens which has just come to light in London. The painting, the work of Stephen Humble, depicts the famous novelist as a dandy.

—Wide World Photo.



# ON THE AIR

By ARTHUR WALLACE

ALL the world is one—or almost one.

And those who doubt this seemingly extravagant statement need merely tune in on Sundays and hear the international broadcast. Perhaps a voice from England will straightway begin to tell you of Britain and its activities. Perhaps a Frenchman may be expounding Gallic modes and manners. Perhaps a German—but there is no need to carry on the possibilities. The most remote points of both hemispheres are now a part of our daily life.

H. G. Wells talks to you in the drawing room if the radio happens to be there. Einstein in the kitchen, if

"Discoverie," a bark of 55 tons manned by 20 men. It will show the plight of the adventurers in the ice of the great Bay, the mutiny and the setting of Hudson and his son adrift in an open boat on the icy waste.

The dramas will originate from CNRM, Montreal, from three studio chambers adjusted in the modern manner of radio technique, and will be carried on the air by sixteen stations, extending from Halifax to Vancouver.

## Versatile

VERSATILITY is the forte of Captain J. J. Gagnier, who directs H. M. Canadian Grenadier Guards Band from Montreal over an international network. In addition to his activities as conductor of this organization, Captain Gagnier also waves the baton over the Montreal Symphony Orchestra, and appears as pianist, violinist and clarinetist with both groups. He received the major portion of his musical education from the European masters, Pugno, Widor and Lindow, and has composed many symphonic band and vocal selections. He is a member of the American Bandmasters' Association, and frequently has appeared as guest conductor of Goldman's Band.

## Too Many Stations?

Arthur Wallace, Esq.,

"Saturday Night": I am pleased to see "Saturday Night" now carries a radio column.

I read with interest your article on the probable changes in Canadian broadcasting. As far as I can see anything Canada may do won't affect the situation very much unless something is also done in the United States. The major ill of radio is station interference across the line. The stations are as thick as mosquitoes in the Northern woods in June.

This is a day of mergers and larger units. What we need is some mergers in radio. Supposing the four Toronto stations merged into two, the four Buffalo stations likewise, and the same throughout the



## IN WELL-KNOWN FEATURE

Olive Palmer, soprano, known to thousands of listeners as the featured artist in the Palmolive Hour, over an NBC network.

the radio happens to be there. Which is another way of saying that the old aristocratic barriers have been broken down by the ether. No one is too great or too humble now to come to the "mike" and voice his opinions.

Kings, princes and premiers have joined the procession of ether celebrities in the last year.

## Listeners' Book

SPECIFIC books for listeners-in are being published these days with the idea of enriching the cultural interests of the radio public. The latest work to appear is "Folk and Art Music of the World," a listeners' descriptive manual by Joseph Bonine and Alice Keith. The volume, which is very attractive in appearance, contains, in addition to comprehensive material on folk songs, composers and modern and medieval music, many drawings, etchings, maps, programs and reproductions of musical works.

## Series Begins

WITH the stirring story of the last voyage of Henry Hudson, the great navigator, whose name has such significance in Canada, the much-anticipated series of Canadian radio dramas to be broadcast over the Canadian National Transcontinental Chain will begin on Thursday evening, January 15.

In announcing the opening of "The Romance of Canada" series, written by Merrill Denison, Canadian playwright, and produced by Tyrone Guthrie, the eminent radio producer, E. A. Weir, director of radio for the Railway says, "The series will not attempt to suggest the historical development of the country and the plays will not appear in chronological sequence. The purpose is to make better known to Canadians some of the little known but glorious episodes which French and English share in common here. At the same time, the primary desire is to entertain, not to teach."

The first play will begin with the departure of Hudson from the London docks, with his young son, in the



## AT SETH PARKER'S

Phillips Lord, who writes and portrays the leading role in the popular NBC weekly feature "Sunday at Seth Parker's."

whole Continent. Unless and until something of this sort takes place radio will be something very much less than it might be. The way the situation is now the finest receiver won't give satisfactory results. Now if we could get about 60% of the stations off the air. Let's have bigger and better stations on wider channels. But what will anything that Canada may do amount to in the general scene? The only thing I could suggest is that CKGW and CFRB be allowed to double their power.

With all its faults I still consider radio the greatest invention of modern times. Sometimes I stand in front of my radio with amazement at the fidelity of the reproduction. I had almost perfect reception of a recent Toscanini concert. If you had told me a few years ago such a thing would be possible I would have said "You're crazy."

By the way, New York is the nerve centre of entertainment and we may as well recognize it. Surely the majority of Canadian listeners are not insensible of the fact that our best programs originate in New York. I say this with all due respect for the splendid radio efforts of our two railways and certain other Canadian sponsors.

Yours cordially,  
—E. P., Galt, Ont.

## Tabernacle

ONE of the network broadcasts which has attracted quite a following in Canada is that originating in Salt Lake City, Utah, and which brings the tones of the mighty organ in the Mormon Tabernacle over the



## VISITS MELODY JUNCTION

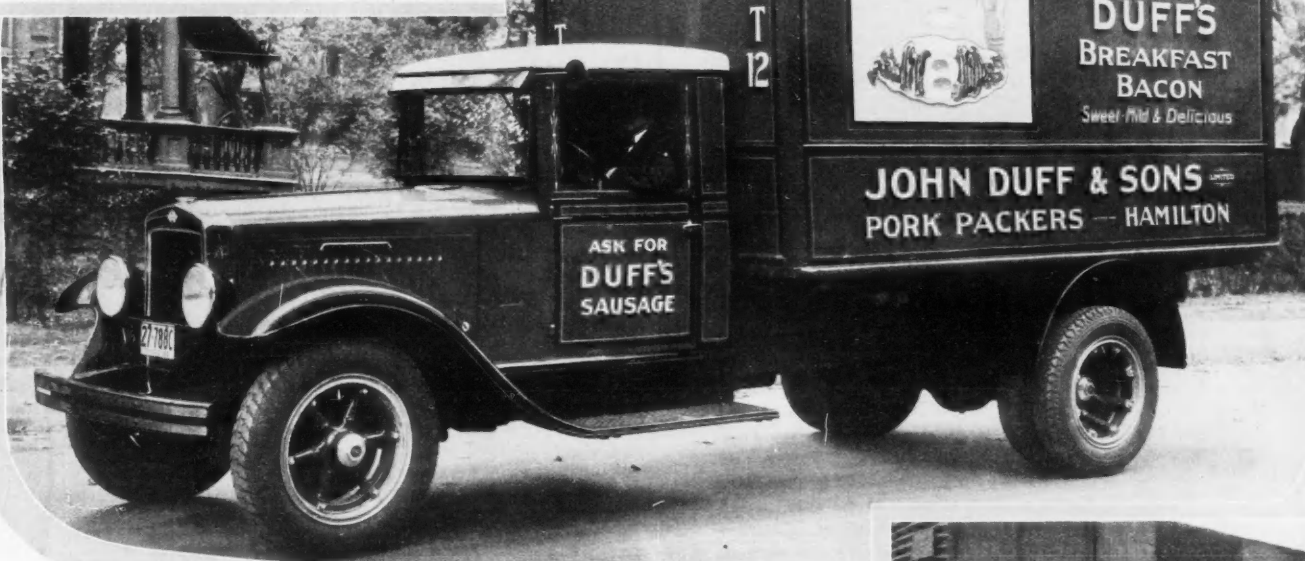
Norman Wilks, noted Canadian pianist, who drops in at Mike's Music Shop at Melody Junction Monday evening, January 12, during the Canadian Pacific half hour presentation of Melody Mike's Music Shop. As a one time teacher of music to Melody Mike's niece, Mr. Wilks will give a selection on the piano.

NBC system. This Tabernacle is surrounded by myths. One of them has it that famous architects, who have studied the arched and unsupported roof of the structure, invariably failed to discover any unique feature which might account for the almost perfect acoustics, the original plans having been lost.

The religious edifice was long an architectural dream of Brigham Young, according to a recent biography of the Mormon leader. It is likened to an eggshell cut longitudinally in half, with one half of the shell set down on its edge. A rough sketch of the elliptical structure was first drawn by Brigham Young in rough soil with the tip of an umbrella, the biography records.

The organ was built under the supervision and direction of Joseph Ridges, a gifted Mormon from Australia. The late biography of Brigham Young says it was constructed of native material, some of which was hauled more than 400 miles by ox team.

## A User of International Trucks for 20 Years



TWENTY YEARS ago John Duff & Sons, Ltd., pork packers at Hamilton, purchased its first International Truck. This firm, one of the oldest packing houses in Ontario, has used Internationals since that time. The truck pictured above is a new International Speed Truck which is the most recent addition to its fleet.

Any delay in the delivery of meats and food is costly. Trucks that can be depended on for day-in and day-out performance, no matter what the going, are needed in the packing and food industries. The long experience of John Duff & Sons, Ltd., with Internationals offers sound proof of the performance and dependability

of these trucks and of their real worth in the transportation system of the Dominion.

Today there is a new line of International Trucks. They are advancing the reputation Internationals have for turning in the maximum pay loads and pay mileage. They are modern trucks that meet modern hauling conditions.

The best way to get acquainted with the new Internationals is to ask the nearest of 19 Company-owned branches in the Dominion for a demonstration. You will see International performance at first hand under all the conditions you want to put it through. You will get a new conception of motor truck values. Catalogs sent on request.

## INTERNATIONAL HARVESTER COMPANY

HAMILTON of Canada, Ltd. CANADA  
Truck Factory Located at Chatham, Ont.



At left: A new International "Special Delivery" at work for Mammy's Bread Co., Hamilton, Ont. The "Special Delivery" is well fitted for the retail delivery route. It is modern in design and construction—and styled to the times with its graceful lines. It is an exceedingly valuable unit from an economy standpoint—its fuel consumption is low and you will find its upkeep cost will be at a minimum.



This powerful new International Heavy-Duty Truck is in the service of Hendrie & Co., Ltd.

## A Capacity and Wheelbase for Every Requirement

**SPECIAL DELIVERY:** Capacity, 3½-ton. Wheelbase, 136 inches. Four-cylinder engine. Four-wheel brakes. Three speeds forward. Spiral bevel drive.

**SIX-SPEED SPECIAL:** Capacity, 1-ton. Wheelbase, 124 inches. Four-cylinder engine. Four-wheel brakes. Six speeds forward and two reverse. Spiral bevel drive.

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bases, 145", 156", 170", and 185". Four-wheel brakes. Spiral bevel drive.

**3-ton SPEED TRUCKS:** Two types, Model A-5 (spiral bevel drive) and Model A-6 (double reduction drive). Six-cylinder engines. Wheelbases, 140", 156", 170", 190", and 210". Five speeds forward. Four-wheel brakes.

**HEAVY-DUTY TRUCKS:** Models W-1 and W-3. Rated capacities, 2½ and 3½ tons. Wheelbases, 130", 144", 148", 160", 170", 185", 200", 210", and 235". Four-cylinder engines. Five speeds forward and 2 reverse. "Steer-easy" steering gear. Four-wheel brakes. Double reduction drive.

INTERNATIONAL

# INTERNATIONAL TRUCKS



## NATIVE MUSIC

Os-Ke-Nou-Ton, famous Mohawk chief, whose rich voice, heard in North American Indian songs has enthralled audiences in Europe and the United States. The Chief has just returned to his native land from a concert tour abroad, and will be heard on the Canadian National Railways hour, over a transcontinental network, on Sunday afternoon, January 18.

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**Nation's GREATEST City Band**  
Internationally known for his thrilling compositions, this famous director and his \$100,000 Municipal Band will entertain you in daily concerts at LONG BEACH... absolutely FREE.

This is only one of the many diversions and forms of entertainment that will be yours as our Winter guest.

Here by the placid, warm Pacific Ocean you will spend your most delightful Winter. You will enjoy the picturesque setting of the new Auditorium and Rainbow Pleasure Pier. For Hotel and Apartment rates, write Dept. C... CHAMBER OF COMMERCE.

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LONG BEACH, CALIFORNIA  
**THE IDEAL WINTER RESORT**  
Spacious Lawns Overlooking Pacific Ocean  
GOLF, TENNIS, BATHING, DANCING AND ALL SPORTS  
Privileges of Four All Green Golf Courses  
UNEXCELLED CUISINE • AMERICAN PLAN  
WEEKLY RATES  
Write for illustrated Folder and Rates  
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**Miramar Hotel and Apartments**  
**Santa Monica, California**

Why not plan now to keep warm this winter, and visit the most delightful spot in all California, built on the shores of the Pacific Ocean, half an hour from Hollywood and forty-five minutes from the heart of Los Angeles. THE MIRAMAR HOTEL is one of California's great resort hotels, the beautiful gardens are situated on the world famous Palisades Park, overlooking the ocean. Guests of THE MIRAMAR enjoy the privileges of THE MIRAMAR BEACH CLUB, which offers surf bathing, or an enclosed beach if you prefer, with a great indoor salt water swimming pool. Rates are reasonable. For reservations or further information, write: MORGAN S. TYLER, Manager.

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Next Feb. 3, be aboard the Empress of France when she sails from New York for the sunshine ports. Appointments, service and cuisine rival those of famous private yachts. Her itinerary is the complete Mediterranean epic... 73 glorious days arranged by the "know-how" of the world's greatest travel system. For choice accommodations, reserve now. From \$900. Booklets, ship plans, from your own agent, or

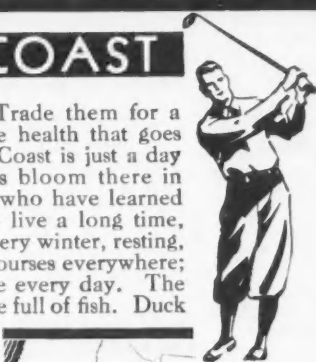
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**Canadian Pacific****The Road To Roam - In Winter!****GULF COAST**

Got a few days? Trade them for a coat of tan and the health that goes with it. The Gulf Coast is just a day or so away. Roses bloom there in February. People who have learned to live and plan to live a long time, spend days there every winter, resting, rebuilding. Golf courses everywhere; play a different one every day. The Gulf and streams are full of fish. Duck are calling from the marshes. Roads and riding paths beckon.

**SOUTHWEST**

Come where bells of Spanish missions chime, where blue mountains rise from red deserts, the land of the cowboy, the Indian and the troubador. The L. & N. connects at New Orleans with routes through the Southwest to Houston, San Antonio, Dallas, El Paso, Grand Canyon, Carlsbad Caverns and California.



The Popular Winter Playgrounds are Reached Over the L. & N. Liberal Stopovers Enable You to Visit Several Places on One Trip. Plan by the Map.

**NEW ORLEANS**

It's winter in New Orleans. Old Pierre is cutting roses behind the high French wall where he has been gardener for a hundred years or so. Fashionables from the North, South, East and West are watching races on a sun-drenched track. Happy throngs are passing in and out of famous old restaurants, sitting in quaint court yards. Leave Cincinnati or Louisville on The Pan-American one morning; arrive in New Orleans the next. Enjoy the Mardi Gras festivities February 12-17.

**CALIFORNIA**

Enjoy open air and sunshine all the way to California. Stop over en route on the Gulf Coast and in New Orleans. Take the L. & N. at Cincinnati or Louisville one day; next morning you will be down by the sunny Gulf. Connect at New Orleans with through trains for the West.

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The L. & N. offers splendid service from Cincinnati and Louisville to Florida, details of which appear in separate advertisements. Ask for literature and schedules.

Special low rates to the Gulf Coast, New Orleans and Florida, Dec. 13, 27, March 14, April 4. Details cheerfully given.

Attractive cruises from New Orleans to the Golden Coast. Ask about them.

**LOUISVILLE & NASHVILLE RAILROAD**

Their EXCELLENCIES AT LUCERNE-IN-QUEBEC  
Lord and Lady Willington are seen with Hon. Charles A. Dunning in an old fashioned French Canadian cutter. The picture was taken on the occasion of their visit to open the winter sports season Dec. 27th.

**PORTS OF CALL**

By JEAN GRAHAM

**Going South**

NOW that the Christmas holidays are over, the northern world is at liberty to consider a real holiday and the prospects for flying south. Few of us are supplied with an aeroplane and can literally fly south, to enjoy the sunshine which sheds a glow when you reach Dixieland. But the express trains of the American continent fill a long-felt want, and we shall soon be considering packing a wardrobe trunk for Pinehurst, Augusta, Aiken or Atlanta. Those of us who have been south before, and know just what glorious days are awaiting us, survey the piles of light clothes with enthusiasm, for we know just what lovely weather is at our service when we reach the truly sunny south. Will the dogwood be in bloom? And we wonder if we will stay long enough to see the magnolias at their best. All trains from the north and west stop at Jacksonville, Florida, in most respects a highly modern city. St. Augustine, less than an hour's train ride from Jacksonville, is a city of unusual interest, the oldest and quaintest in the United States. It is recorded that the Spanish adventurer, Juan Ponce de Leon, in quest of the fabled "Fountain of Youth", landed near the site of St. Augustine in 1513. After him, in 1565, came Pedro Menendez de Aviles, with 2,600 Spanish colonists to establish a settlement. On every side is evidence of this romantic past. There are curious narrow streets, Spanish architecture of majestic type, showing Moorish influence, and an ancient fortress which the conquistadores were more than a century in building. For many years, St. Augustine was a walled town, and its ancient city gates still challenge entrance. To-day golf and tennis are enjoyed where the adventurers of old, Spanish, French, English and Dutch, once waged naval warfare. Picturesque and commodious hotels are at the service of a host of tourists, who enjoy the delightful climate of the Land of Flowers.

A little to the north and west of Florida is the pleasant state of Georgia, with its capital, Augusta. Already the Augusta season is under way, with a list of gayeties and sports which should satisfy all tastes. Numerous guests have arrived at the well-known hotels and a constant round of moonlight 'possum hunts, riding to hounds, bridge, motoring and golf is under way. Several important golf tournaments are scheduled. The Forest Hills Course and the Hill Course of the Augusta Country Club, as well as the Lake Course at the Country Club, were designed by Donald Ross and Seth Raynor and are declared by experts to be among the finest in the country. Altogether Augusta is a city of varied delights.

**In Southern California**

THE southern part of the State of California presents an ideal winter playground, with golf easily in the front of sports. There is no such lengthy trip by train as many imagine, in order to reach this winter paradise. Leaving Chicago, Friday night, for instance, you are in Los Angeles early on Monday morning. We have already told you something of this "City of the Angels", where ancient Spanish culture and modern advance jostle each other. Near Los Angeles are many resorts which are highly popular and extremely reasonable in price. Of course, one of the interesting sights in Hollywood is the land of the movies. You go by way of Echo Park and Edendale, where the first California movie studio was situated. You see the Bernheimer Japanese Garden Estate, the Hollywood Bowl, the homes of movie stars and directors in Hollywood and Beverly Hills, and several of the famous motion picture studios. When enjoying the movies in the evening, if you make enquiry, you are almost certain to find a "preview". That is an advance showing of a movie in the making, with movie executives and actors in the audience to observe its reception. Shopping in Hollywood is a joy for all women, for, of course, the advance styles may be seen here. The most luxurious gowns and wraps are always on display, and the feminine shopper finds a genuine feast of millinery. Then, as you may wish greater freedom and less conventional surroundings, you may find your way to one of the many beaches within a few miles' drive of Los Angeles.

As for amusement, there is every variety that the heart of sportsman could desire. There is golf, to be sure, with more than sixty evergreen courses in Southern California. Such sunshine as streams down on the links will tempt the wearied invalid to try a game. Golf takes all the morning, and those who are real devotees return for another game. Perhaps you are an ardent angler who would like to go fishing for the "big fellows". There are fighting barracuda, sea bass, yellowtail, a mile or so out in the Pacific Ocean, or from piers or rocks along the shore. Arriving at the beach, you will find tackle and bait and launches to take you to the fishing barges anchored well off shore. In the evening, you may have your dinner at the beach, and dance to the music of a famous orchestra in one of the popular pier-pavilions at the water's edge. Or... returning to the city, you may attend a professional hockey game, a boxing match, a championship wrestling bout... or almost any type of amusement you prefer. Then there is always the exhilarating salt air to be enjoyed—air which gives a zest to dinner or to golf and encourages long and refreshing slumber.

Prosperity has been around the corner so long we're going to take a look to make sure that isn't the location of the cemetery. — Ohio State Journal.

**Look Ahead**

The Peace Tower, Parliament Buildings, Ottawa

MEN enjoy a good laugh at their childhood fears. One confesses he was afraid of the bogeyman, another was afraid of the dark, the next was always afraid of a policeman. They laugh about those old fears now.

Last year some of the grown-up children who had not studied too closely the history of business throughout the ages, and more especially the history of the Dominion, were frankly scared at the abrupt interruption of boom times.

Business depressions have always followed widespread, reckless speculation. The readjustment period is a trying time for even the wisest and most stout-hearted.

But while Canada has been in the doldrums occasionally, a review of its history should make even the most pessimistic person optimistic. The prosperity which follows hard times comes sounder and

stronger and the country keeps on growing richer.

It is no more sensible to worry over gloomy predictions concerning the business future than it was to worry about the bogeyman.

From the time this country was founded men have worried about its future. But deep in their hearts, always, has been an abiding faith in the Dominion, its resources, and its people. Perusal of our economic history reveals how fully that faith has been justified.

There is no reason today, on the threshold of a New Year, why Canadians should not "carry on".

In the past, periods of depression have been followed by mounting levels of prosperity, with higher wages and shorter working hours. History will repeat itself because Canada is fundamentally sound, and her future undimmed by passing clouds.



**METROPOLITAN LIFE INSURANCE COMPANY**  
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CANADIAN HEAD OFFICE • OTTAWA, CANADA

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What a glorious good time you'll have — and what a valuable experience! Bright, health-giving days aboard a spacious cruising liner. Thrilling, eventful days in lands of amazing contrasts. Sailing from New York on the

**S. S. RELIANCE**  
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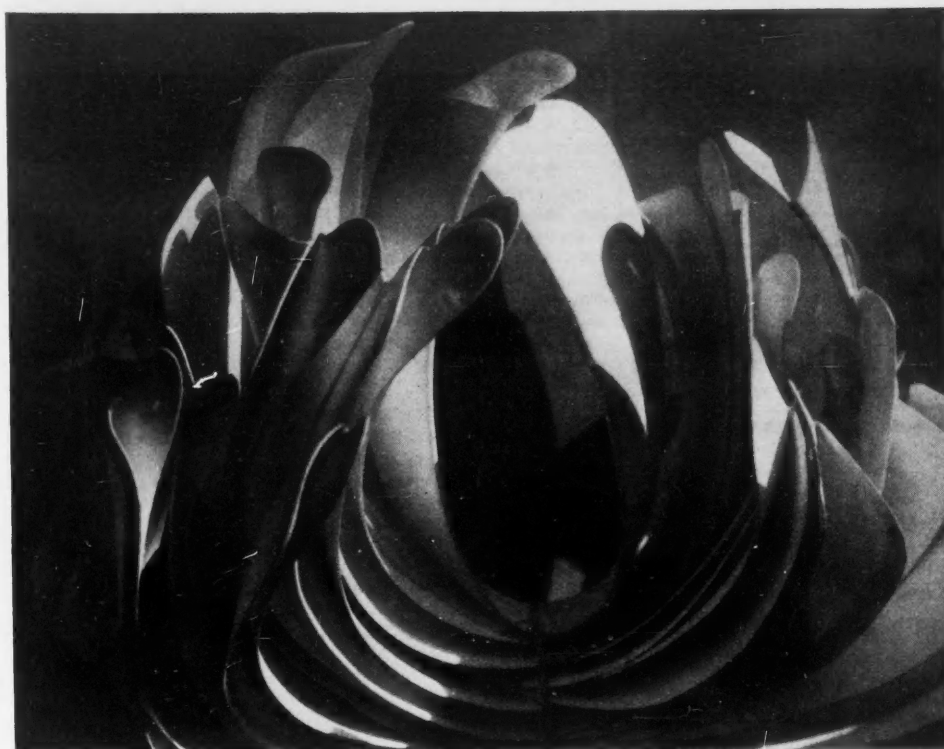
TORONTO, CANADA, JANUARY 10, 1931

## BEAUTY IN COMMON THINGS

Eighteen months ago SATURDAY NIGHT published a group of examples of the unique art-photography of Mr. J. Vanderpant, F.R.P.S., now resident in Vancouver, B.C. On this page a number of his more recent and characteristic achievements are presented. Mr. Vanderpant is a native of Holland, who before he decided to settle in British Columbia had achieved fame in many European countries for the originality and beauty of his craftsmanship. The salient features of Mr. Vanderpant's work are his amazing sense of pattern, and his grasp of the exquisite linear harmonies to be found in familiar objects. In these pictures will be noted the modern tendency to present specific photographic values and get away from the influence of painting concepts. Imagination is combined with photographic lens qualities in a way that lifts them above mere commercial reproductions that lack serious artistic appeal. The collar study and that of the heart of a cabbage, are especial favorites with Mr. Vanderpant. The former has not yet been exhibited, but "Heart of a Cabbage" attracted much attention when shown in the photographic section of the Paris Salon some months ago and was reproduced in "L'Illustration" as one of the most striking prints in that display. Readers will find pictures of almost equal interest in the studies of such common objects as barrels, boxes, and wrapping paper.

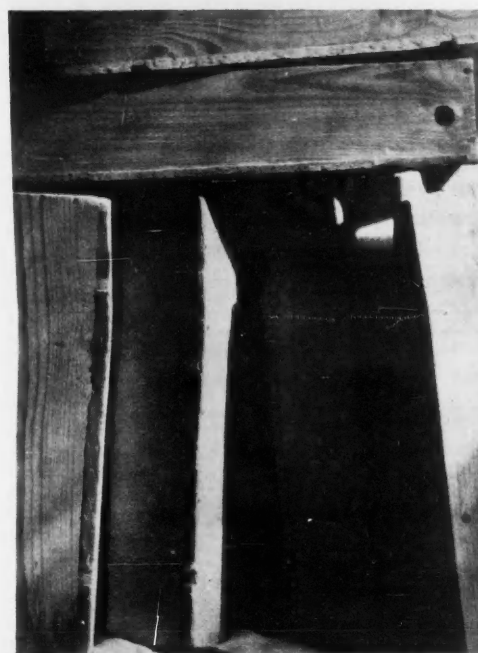


"THE VALVE"



"STUDY IN FORMS"

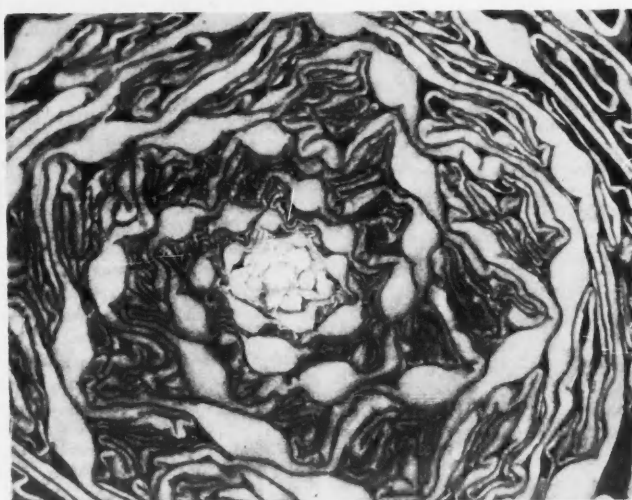
All Photographs on  
this page by  
J. Vanderpant, F.R.P.S.



"BOXES"



"TOWERS OF TO-DAY"



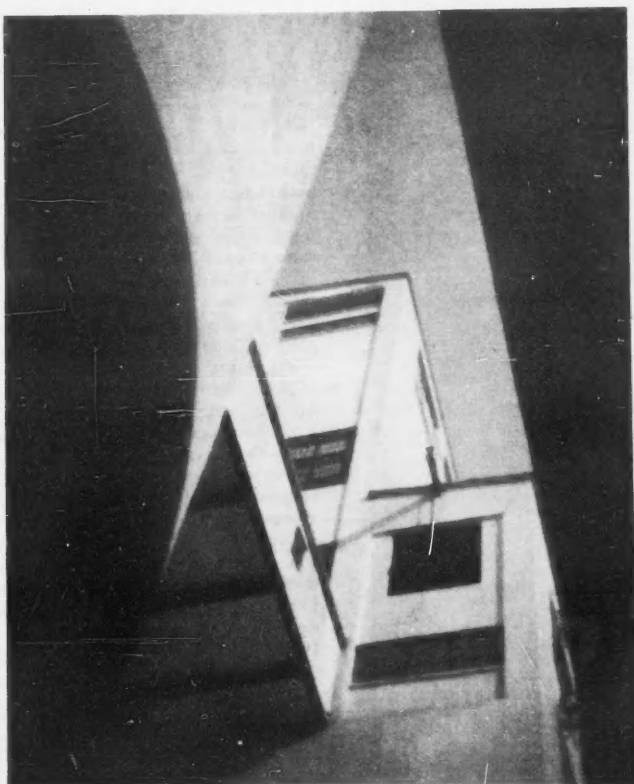
"HEART OF THE CABBAGE"



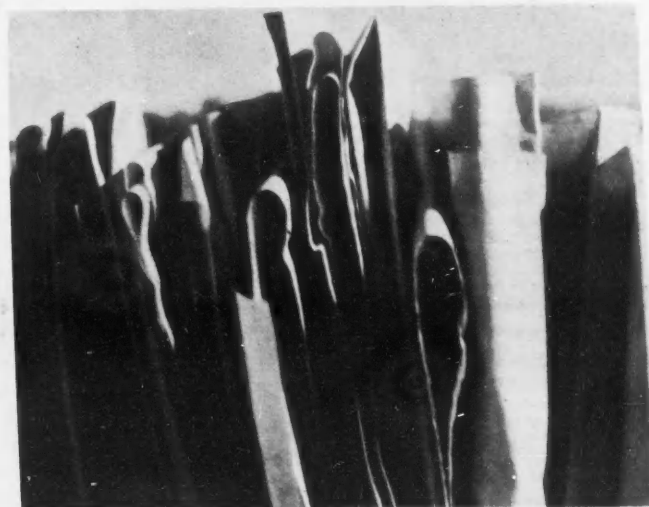
"SONATA"



"BARRELARIA"



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**AN Apartment Hotel of refinement and distinction** affording a permanent home or temporary accommodation; in either case, you will be delighted with the luxury of the attendance and appointments.

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## WHAT...

YOU HAVE THOSE  
WHAT-PRICE-NIGHT-  
CLUB BLUES, TOO?

Well, why don't you do as others do? After the theatre, pop your Beautiful Lady and yourself into a taxi, pop out again at the sign of the King Edward Hotel and follow your ears to the Oak Room where Luigi Romanelli and his King Edward Orchestra are going through their paces...

After you've paid the check, you'll find plenty left over to make a date then and there for Tea Dancing next Saturday afternoon or Dinner Dancing some evening soon, in the same attractive Oak Room, with the same suave music at your command.

LUIGI ROMANELLI  
and his  
King Edward Orchestra  
in the Oak Room of

THE KING  
EDWARD

P. KIRBY HUNT  
Managing Director  
W. A. STEAD  
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**Announcements**  
BIRTHS - ENGAGEMENTS  
MARRIAGES - DEATHS  
\$1.00 PER INSERTION  
Paid in advance  
All notices must bear the Name and Address  
of the Sender

**BIRTHS**  
On the 30th of December, 1930, at Wellesley Hospital, Toronto, to Mr. and Mrs. A. W. Bixel, Stratford, Ont., a son.

**McDONALD**—On Friday afternoon, December 26th, at the Private Patients' Pavilion, Toronto General Hospital, to Mr. and Mrs. Lorne R. McDonald (nee Mildred Sinclair) of Windsor, Ont., a daughter (Gertrude Sinclair).

**DEATHS**  
HAY—In Campbellford, on Dec. 24th, Dr. G. A. Hay, beloved husband of Elizabeth Locke and father of Mabel, Lillian, Winifred and Lewis.

# THE SOCIAL WORLD

By ADELE M. GIANELLI

"What ho! the Country Club!" With these breezy words, H.R.H. the Prince of Wales once referred to jolly days at a certain Canadian club. And when I arrived at Lucerne-in-Quebec I thought of H.R.H.'s words and exclaimed "What ho! the perfect country club!" For there on the snow-bound banks of the Ottawa River, with the pine-draped Laurentian hills branching around it like giant candelabra aglitter with crystal icicles, was the Log Chateau.

A tableau vivant such as one had visualized in fire-side dreams when winter winds howled without and pictures were needed to fuel the fire of patriotism! But sleigh-bells jingling from prancing steeds... the flash of color on skis speeding past... the ring of steel as skates cut ice, tingled the senses to reality. "What ho! So this is Canada," I appended, and with the New Year at Lucerne was born a thrilling appreciation of winter in our Dominion.

The Log Chateau itself is not a club, except in the camaraderie of sportsmanship and therein the twain, East and West—at least Quebec and Ontario—did meet, for there have been large contingents from both Montreal and Toronto. On New Year's Eve all snow-trails led to this picturesque chateau of logs which seemed to me (and this is said in no sense as an advertisement but in compliment to its artistic interpretation) to be just the ideal atmosphere in which to celebrate a new year which will bind all Canada closer together. Mr. and Mrs. C. L. Burton, of Toronto, brought a huge party with them; Col. and Mrs. C. G. M. Cape and Dr. and Mrs. Meakins, of Montreal, were accompanied by Miss Babette Lyon and Mr. Desmond Massey-Beresford; Mrs. R. J. Magor, of Montreal, who was with Mr. Magor and Mr. and Mrs. Geoffrey Porteous, were some very smart frocks over the week-end; Mr. Frank O'Connor, who was with a jolly party from Toronto, had done some strenuous cross-country riding that afternoon which didn't deter him from dancing exuberantly; Mr. Albert MacLaren, of Buckingham, was host to fifteen guests at the table next to us and there we spied Mr. Bob Gemmill, who, like "Young Lochinvar," had come out of the West as we had last seen him in Calgary, where his steed was a wizard of a little mare that knew her gopher holes.

One had to be extremely sure-footed this New Year's Eve, as the main dining-room of the Log Chateau is approached by a stately double staircase leading from the great veranda, which was lit by umpteen numbers (even if one were not seeing double) of lively lamps glowing between wreaths of laurel. As if to increase the hazard, at the top of the grand staircase hung a most voluminous bouquet of mistletoe. What with rushing up to see the New Year in and the Indian girl drive the dog-team out, then dashing down to dance and eat, that staircase was an achievement—but it also made a most effective entrance for the many beautiful gowns worn.

One of the loveliest was a silver one worn by a member of M. Allan McMartin's party. The latter, of Montreal, is building a most gorgeous log cabin nearby, costing—this is only hearsay—\$60,000. A number of these cabins de luxe are being built in connection with the Seignury Club—formerly the historically interesting



MRS. ERIC CLARKE  
Formerly Miss Anne Gibbon, daughter of Mrs. Edmund Boyd, Toronto.  
—Photo by Charles Aylett.

Papineau home, where I had tea one day and there met Mr. and Mrs. Temple Blackwood, of Toronto, who were staying at Montebello with Mr. and Mrs. Philip McKenzie, of Montreal. Miss Marion Wright and Mr. Herbert Kingston were with them also and they had all driven over in fur-robed sleighs with coachmen in gay blanket coats.

But *revenons nos montons*—(one does get so Frenchy when in Quebec!) One of the prettiest frocks at the Log Chateau dance was a slim white satin worn by young Mrs. Ballantyne, who accompanied the Hon. C. C. Ballantyne and his wife. With it she wore a short black velvet cape, ermine-trimmed. This black and white was in reverse effect to the black velvet skirt and ermine bodice of a swaggy new evening wrap that Miss Mary Southam, of Hamilton, has just had made and doubtless will be wearing to the festivities attending the wedding of Miss Margaret Southam in Ottawa. Mrs. Charles O'Connor, of Ottawa, who, with Miss Nanno Hughes, was at the New Year festivities at Lucerne, was wearing a very chic black velvet effectively trimmed with diamante and Mrs. J. McSweeney, of Montreal, looked attractive in eggshell satin. Gold lamé swathed the slim little bride, Mrs. Charles Delahay, of Pembroke, whose emerald green ski suit was a fascinating bit of color on the trail next day and I liked the leather coat, so marvelously embroidered, which Miss Emily Yates wore skating.

The latter accompanied her mother, Mrs. H. B. Yates, of Montreal, and enthralled us all with amusing anecdotes of her Dude Ranch which she so successfully started last summer near Banff.

Mr. and Mrs. A. J. Pattison, Jr., 38 Crescent Road, sailed on Jan. 8 from New York for Panama and the West Indies.

Graced by the presence of Their Excellencies the Governor-General of Canada and the Viscountess Willingdon, there took place in St. Andrew's Presbyterian Church, Guelph, on Jan. 3rd, a wedding, outstanding in social importance and widespread interest.



MRS. ROBERT JOHN THISTLE  
Of Stratford, Ont., formerly Miss Mary Copus, daughter of Mr. and Mrs. Frank A. Copus, Stratford.  
—Photo by Walter Dixon, London.

when Miss Helen K. Guthrie, only daughter of Hon. Hugh Guthrie and Mrs. Guthrie, became the bride of Captain Victor Blundell Hollinshead Blundell, of the Scots Guards, London, England, former aide to Viscount Willingdon. Seldom has there been gathered together in this city a more brilliant assemblage of noted Canadian men and women, than was present at this beautiful ceremony.

Before an altar banked high with ferns and palms, the deep green brightened with tall standards of pale pink and white chrysanthemums and, high in the centre, with a white dove with outspread wings, the bridal party took up its position. The ceremony was conducted by the minister of the church, Rev. D. H. Marshall, assisted by two former pastors, Rev. Dr. Thomas Aiken, M.A., principal of Knox Theological College, Toronto, and Rev. H. E. Abraham, of Bedford Park Presbyterian Church, Toronto. At the organ and playing softly throughout the service was Mr. David Ouchterlony. During the signing of the register, Mrs. George Telfer, of Toronto, sang.

The bride, who was given in marriage by her father, was lovely in her wedding gown of antique white satin. The bodice was tight-fitting with marked waistline, from which the heavy satin train fell in long folds, and which was, in front, embroidered with seed pearls in an exquisite design, and with close fitting sleeves with slightly flaring cuff and buttoned to the elbow. The full skirt swept the floor. The tulle veil, which fell in heavy pleats to the end of the train and the short nose veil were caught to the head by a bandeau of seed pearls and orange blossoms. She wore slippers of matching satin and carried a shower bouquet of white orchids and lilies-of-the-valley.

The bride wore as an ornament the gift of Their Excellencies, an exquisite bracelet of white sapphires, and the gift of the bridegroom, a very handsome diamond and platinum bracelet.

She was attended by Miss Betty Drew, of Guelph; Mrs. I. F. Brainard, of Pittsburgh, and Miss Amy Grace Howitt, of Guelph, as bridesmaids; Mrs. Henry Gill, of Ottawa, as matron of honor; Miss Margaret Patricia Greene, of Ottawa, as flower girl, and Master David Milner, of Toronto, as page.

The bridesmaids and matron of honor were gowned alike in turquoise blue lace, made on long, slender lines, tight-fitting to the knees, from there flaring into a full two-tiered skirt that touched the floor. A short bolero coat with long, tight-fitting sleeves was a distinctive feature of the bodice. They wore Juliet caps of the same lace, satin slippers in a matching shade and carried sheaves of white carnations.

The flower girl and page in Kate Greenaway costumes in the same shade of blue as the bridesmaids made a delightful picture. The flower girl in her long frilled frock with matching slippers and lace mittens, wore a small lace nob cap and carried a nose-gay of white carnations and forget-me-nots and the page wore long, tight trousers and short jacket with frilled georgette collar and cuffs.

Captain R. N. Brinckman, A.D.C., was best man and the ushers were Captain R. J. Streetfield, A.D.C.; Mr. Eric Mielville, of Ottawa; Mr. George Guthrie, of Ottawa; Lieut.-Col. George Drew, of Toronto, and Mr. Charles Guthrie, brother of the bride.

Receiving with the bridal party at the reception which followed the ceremony and which took place at the home of the bride's parents, were Viscount and Viscountess Willingdon and Hon. Hugh Guthrie and Mrs. Guthrie. Mrs. Guthrie was charming in a gown



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joy the gracious hospitality of world-famous resort hotels.

You can get here easily and quickly for Augusta is close to you. For information and literature, write Augusta Chamber of Commerce,

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## Husbands praise this delicious meal



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Place contents of can  
**RECIPE:** of Clark's Pork and Beans in earthen dish or bake pan. Mix in teaspoonful of dry mustard. Place slices of bacon or salt pork on top, then pop dish into oven—when heated through—serve.



Let the Clark Kitchens help you for quicker and better meals.



Prepared in Canada for more than 50 years.

**CLARK'S**  
**PORK and BEANS**

(With Tomato, Chili or Plain Sauce)

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of dark green with beige lace, over which she wore a long fitted coat of green with beige fur collar. Her flowers were orchids and she wore a model hat in a matching shade of green and green shoes.

Among the members of the bridal party were Mrs. Scarff, grandmother of the bride, in black cut velvet with black velvet hat and corsage of pansies; Mrs. Hugh Guthrie, Jr., of Toronto, in a striking black ensemble with corsage of sweet peas, and Mrs. Donald Guthrie, also of Toronto, in a frock of green crepe with smart black trim with matching shoes and hat and corsage of pink sweet peas.

The magnificent array of wedding presents was on display in the sun-room on the main floor and in a large room on the second floor. Outstanding among the gifts was the one from Their Excellencies, a lovely bracelet of white sapphires, set in a dainty filigree of platinum which the bride wore. A pendant and matching earrings were gifts from the bridegroom, other than the diamond bracelet which the bride wore. From Mrs. Seymour, mother of the bridegroom, there was a pendant, set with a large ruby encircled with diamonds in a wide flanking pattern.

The gifts to the bridesmaids and to the matron of honor were compacts of blue French enamel, set in silver banding, with silver trimmings in dainty patterns, and to the ushers silver cigarette cases engraved with the initials of the bride and bridegroom.

Captain Blundell and Mrs. Blundell left for New York, from where, after a short stay there, they will sail for Paris and London. The bride is travelling in a Chanel ensemble, the coat of dark brown cloth, trimmed with beige fox collar, brown crepe dress, small brown felt hat, brown suede shoes and bag. They will reside in London, England.





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President

The Scene—Royal York Hotel.  
The Hour—11.59 New Year's Eve.  
One...Two...Three...Four...began the magic strokes of midnight—Five...Six...Seven...Eight...continued the insistent chimes—Nine...Ten...Eleven...Twelve...resounded blatantly the final peal—and so amid the clatter and hubbub of 1500 diners—the noise and din of 1500 "trumpets"—the confusion and carnival of 1500 celebrators—the familiar strains of "Auld Lang Syne" broke forth, and uproariously—hilariously—and triumphantly—the New Year was ushered in!

Of course it was a noisy party, for did not that boisterous Imp—the illusive *Spirit of Frolic*—dart about hither and thither, leaving a trail of playful havoc in his wake? Then too, Toronto's leading "Debutante" of last year—*Mademoiselle Royal York*—(who it will be remembered was first introduced to Toronto society last season) was in festive and decorative garb for the occasion.

With her Christmas garlands, her effective lighting, her delicious supper, and her alluring orchestra, I hear that she made the most attractive hostess possible, and one who with admirable forethought had planned a splendid and varied programme, full of the most delightful surprises.

These included a picturesque "Dawn Tableau", "Dance of Cabaret Follies", clever and amusing favours—the feather head-gear supplied to the ladies was really quite devastating in more ways than one—"Toys" too were distributed in elaborate profusion, and besides all these, a special Presentation Parcel was handed to every guest on arrival, each lady receiving a pair of pocket opera-glasses in "chic" suede case, while the gentlemen were the fortunate recipients of silver-edged pig-skin bill folds.

As for the dancers themselves—and their gowns—a general impression of that vast kaleidoscopic panorama emphasized the prevailing trend of flowing lines and becomingly simple "coiffures". Vivid colours predominated, though "maggie" (black and white) tones were much in evidence, and there was a pleasing absence of elaborate etceteras as to trimming. Gloves were the rule rather than the exception, and a new touch was provided by black lace mittens, heralding the revival of a by-gone mode.

A mere list of names would be quite inadequate to describe those present at this fashionable and colourful gathering. Representatives of every "profession, business, and occupation", were on hand, and everyone appeared to be particularly happy, and especially friendly, so it was not to be wondered at, that this whirling medley of revellers and merry-makers were loth to leave such intriguing surroundings, but stayed and wiled away the "wee sma' hours",—till eventually the climax of the near-day arrived, and New Year's Eve at the Royal York passed into an enchanting memory picture for another year.

W. B. Yeates, the poet, whose name is spelt differently, had a beautiful little Samoyed—one of those darling white dogs—which I hear is now proudly possessed by Miss Eleanor Pack, that popular Canadian living in London. She writes me that it is most temperamental, as one would expect a poet's dog to be! Eleanor is Mrs. Sutherland Pack's daughter and their London house in Eaton Terrace is a favorite Canadian rendezvous.

Dignity and charm are rarely so delightfully blended as when 400 of the debutantes welcomed the new year at the dance given by Mrs. H. D. Warren for her debutante grand-daughter, Miss Faith Warren. The spacious old rooms and the entrance hall of "Red Gables" were perfectly appointed for the occasion, with poinsettias giving a gay touch to a background of evergreen branches in the drawing-room and lower halls, and sitting-out places arranged on the wide staircase and smaller drawing-room. In the dining-room where supper was served, the tables were bright with spring flowers and gay favors. Mrs. H. D. Warren was charmingly gowned in a long model of black velvet offset with a rope of pearls and a diamond pendant, and the debutante was picturesque in her presentation frock of white satin with touches of diamante, and a shoulder knot of white gardenias. She wore a simple necklace of pearls as her only ornament. Mrs. Schuyler Snively, her mother, also wore a shoulder knot of mixed flowers in addition to carrying a large bouquet of talisman roses with her black velvet gown which ended in a short train. Her ornaments were pearls and diamonds. Mrs. Eric Warren was among the guests, wearing a modishly cut green velvet with brilliant ornaments, a pearl necklace, and green and silver slippers. Miss Isobel Ross had chosen a long and closely moulded gown of black taffeta, flaring from below the knees. Miss Barbara Cartwright was a pretty figure in her frock of turquoise blue crepe banded low about the hips with three ruffles,

and the bodice finished with three shoulder straps. Her blue shoes and long suede gloves were of exactly the same shade as her turquoise necklace. Miss Florence Moncur's long black gown was strikingly made of net and lace, with a tulle scarf caught in the centre front with a brilliant clasp. Miss Margaret McGregor Young, who had previously entertained at dinner, arrived with her party, smartly gowned in green lace and georgette finished with a scarf effect and crystal ornaments. Miss Margaret Playfair's flowered taffeta frock was interwoven with silver reflecting the sparkle of her crystal necklet and earrings. Miss Margaret Holmes wore a stunning necklace of braided tiny silver beads with her turquoise blue taffeta frock and crystal earrings. Miss Joyce Lyon wore green earrings matching the Patou green of her long and modishly cut green frock. Miss Betty Long was in her coming-out gown of white velvet with its attractive medieval lines, and Medici collar embroidered with pearls. Miss Valerie Franklin Jones had chosen blue georgette in a pastel shade, and Miss Leone Suydam was smart in black with bugle trimming. Miss Ruth Lind's white georgette frock was effectively finished with black and white beaded shoulder straps, and Miss Frances Wisner echoed the season's mode with her long velvet mittens, of the same shade of cocoa brown as her lace frock finished with a velvet sash.

One of the smartest of the holiday events, was the ball given on Friday January 2nd, at the Chateau Laurier by Mrs. P. J. Baskerville and Mr. and Mrs. F. D. Hogg in honor of their daughters, Miss Edith Baskerville and Miss Betty Hogg, two of Ottawa's charming debutantes.

The reception room of the ballroom suite was effectively adorned with potted plants and baskets of cut flowers, many of which were gifts to the debutantes. Receiving with Mr. and Mrs. Hogg, Miss Betty Hogg, Mrs. Baskerville and Miss Edith Baskerville were the latter's two house guests, Miss Nancy Mowry, of New York, and Miss Betty Mitchell, of Toronto.

Mrs. Hogg wore a charming gown of white net, embroidered in silver and silver shoes. Miss Betty Hogg was dainty in white net appliqued in rose shade. Her shoes were of cerise and silver and she carried rosebuds.

Mrs. Baskerville wore a handsome Chanel model of beige tulle and lace. Miss Edith Baskerville was attractive in a Patou gown of white tulle and carried Talisman roses. Miss Mowry was in cerise crepe and Miss Mitchell wore white taffeta.

Several hundred guests were present, the lovely ballroom being used for dancing and supper was served in the Jasper Room at midnight.

The charity ball at the Eglinton Hunt Club on New Year's Eve, owing to the number of private parties that preceded the dance, did not get really under way until midnight.

The who's club was thrown open for the event and arrangements were kept along simple lines in order that the entire proceeds could be given in aid of the unemployed.

Mrs. Donald McIntosh, wearing an attractive blue tulle frock, the skirt ruffles shading from light blue to a deeper navy at the hem, stood near the door and made sure that all the guests had their tickets, and several extra donations were made amid much merriment.

Many lovely frocks were noted: Mrs. Strathairn Hay wore white satin with a shoulder bouquet of gardenias, and green shoes. Mrs. Donald Ross wore a lovely frock of pink moire, and Mrs. Paul Peters a Lelong model of burgundy crepe. Miss Mary Finlayson wore pale blue satin. Mrs. John McKee, delf blue taffeta; Miss Patricia Ramsay Watson, white chiffon patterned in silver and gold; Miss Dorothy Ritchie, ice green satin frock with two smart bows at the low décolletage; Miss Margaret Morgan in blue lace; Mrs. Percy Hayes, black chiffon and tulle; Mrs. Latham Burns, black crepe; Miss Helen Gurney, blue crepe; Mrs. Max Hayes, rose chiffon; Mrs. Chas. Moes, smart green lace frock.

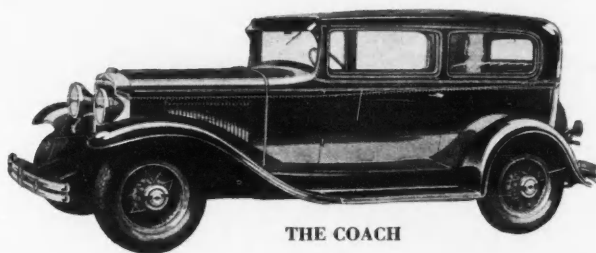
In honor of the delegates to the convention of the Geological Society of America and their wives, Mrs. D. A. Dunlap entertained at tea on Tuesday, December 30th, at the Royal Ontario Museum. Ferns, palms, and Christmas holly and poinsettias decked the stairs, and a mass of greenery outlined the reception corner, where Mrs. Dunlap received in a smart gown of black with yoke of flesh georgette, and small black hat with touches of flesh. Mr. Moffat Dunlap assisted his mother in receiving. The Government House party was met at the entrance by Mr. J. B. O'Brien, chairman of the board of the Royal Ontario Museum, and Mrs. H. D. Warren, vice-chairman of the board. Assistants at the tea were Miss Elinor Barton, Miss Kathleen Scott, Miss Dorothy McAvoy, Miss Esther De Beauregard, Miss Christina Keith, Miss Anne Harris, Miss Isabel Cleland, Miss Cynthia Walker, Miss Mary Dunlap, Miss

Mabel Dunlap, Miss Faith Warren, Miss McCrate and Miss Henry.

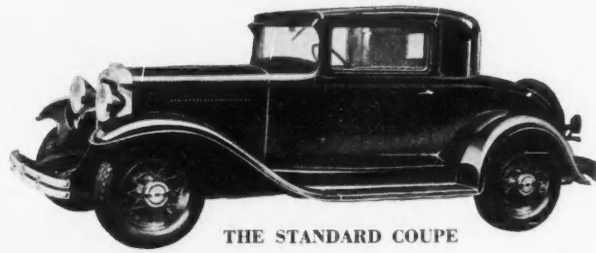
Mr. and Mrs. Laird Gordon, of Vancouver, gave a delightful dance for their daughter, Miss Betty Gordon, at their home, West Thirty-Sixth Avenue, on December 29th. Miss Betty Gordon wore a lovely gown of white satin, draped on long, willowy lines, the molded bodice swathed at the hip-line, while the graceful skirt fell in ripply folds to the ground. A corsage of orchids and matching slippers added a chic touch to her costume. Several dinner parties preceded the dance, among them one given by Miss Faith Henderson, and Mr. David Oppenheimer was host at the Shaughnessy Heights Golf Club when covers were laid for twelve.

A brilliant social event was the dance Mr. Edwin Lancaster, of New York, gave at the Chateau Frontenac for his debutante daughter, Miss Eleanor Lancaster. The Christmas spirit, quite in keeping with the festive decorations, prevailed in the ball-room, where over one hundred and fifty of Quebec's younger set were present. Mr. Lancaster received with his daughter, Mrs. Taylor, Miss Lancaster, and Mr. Herbert Lancaster. Mrs. Taylor wore a gown of American Beauty satin backed crepe cut on long slim lines with trimmings of velvet in the same shade, with matching slippers. The young debutante was in a model of egg shell satin, with long full skirt, high waist line, and diamante trimmings, wearing a shoulder corsage of rosebuds and lilies of the valley. Dancing was kept up until an early hour next morning. Prior to the dance the host entertained at dinner at the Garrison Club.

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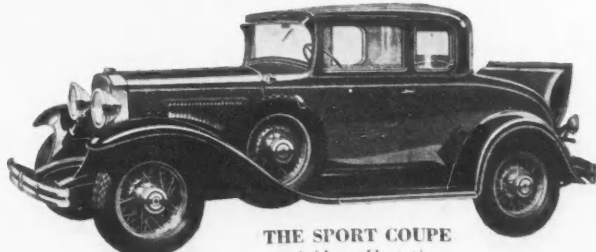
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## The NEW CHEVROLET SIX



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## New Dodges

By ISABEL MORGAN

NEW THINGS always are interesting, although new ways of using or doing things that have become comparatively commonplace are almost as intriguing. Here are some new "ways", gathered from here and there.

One of the cleverest of these is that which suggests that astringents be kept in the refrigerator, or some other cold place. It will give the skin the chilling that is so invigorating without resorting to the use of ice. "A great many women cannot, and should not, use ice on their faces," says the beauty authority who suggests it to us. "Its action in dilating the capillaries is rather drastic, and while some skins can use it to great advantage it is definitely bad for numbers of others. With sensitive skins it has a tendency to rupture the tiny blood vessels, which causes thin red lines to show under the outer skin, an effect you often see on a skin which has been exposed a great deal to cold, sharp winds. And not only this, women who are subject to neuralgia and similar nerve ailments which affect the face and neck will greatly aggravate the condition if they use ice on their faces. The chilled skin tones give the stimulating effect that is wanted, plus their own special properties for toning the skin, and do this without the slightest risk of bad effects."

It will be found that this also is a

good suggestion for keeping creams cool and firm during the warm weather.

Lipstick in vivid tones can be most unflattering in drawing attention to a fault that is better concealed. I refer, of course, to teeth that are not white and gleaming. Sometimes through illness or some other unpreventable causes the teeth are not a good color, and it is advisable to use a lighter lipstick in which the rather exotic orange tones are absent. Shape of the teeth is important and adds much to the appearance, but it's color that must be considered when it is a question of whether to rouge the lips or

to turn the gloves back at the wrists, but this appears so casual that one hesitates to do this. However, the moisture in the palms that is usually the reason for the discomfort may be prevented by the use of a mild, colorless deodorant before the gloves are donned. It also will help matters if the gloves do not fit too tightly.

By the way, have you heard that brilliantine is being used on eyelashes and brows to good effect? It lends a shiny, lustrous appearance to them besides keeping the tiny hairs orderly and well groomed. While some clever women have discovered that they can have the benefits of their eyelash grower in the daytime instead of confining its use to bedtime. It gives the eyes a shiny luminous look that is charming, in addition to helping the growth of the brows and lashes.

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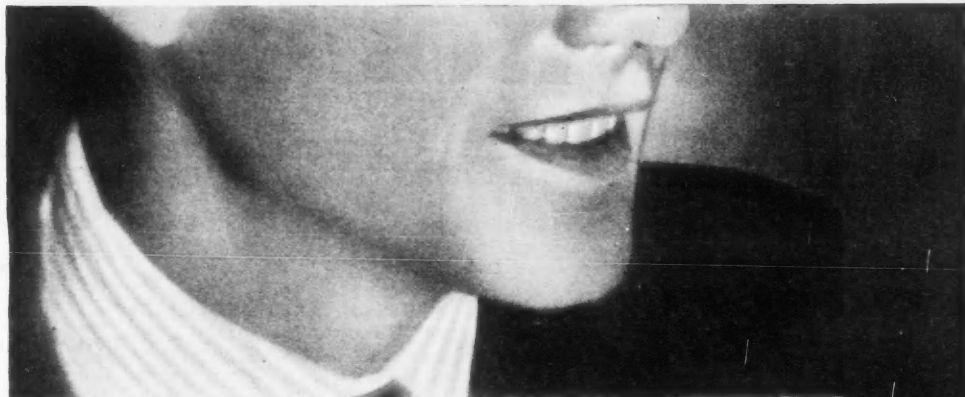
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OF COURSE you realize the importance of sound teeth and gums . . . to health, to appearance—yes, to success. But how will you decide the best way to care for your teeth and gums? You read so many conflicting theories. You notice dozens of different dentifrices. What is right?

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95% of the answers stated that germ acids most frequently cause tooth decay and gum irritation;

95% agreed that the most serious trouble occurs at the place where teeth and gums meet;

85% stated that the best product to prevent these acids from causing decay and irritating the gums is Milk of Magnesia.

This is strong evidence that the formula of Squibb Dental Cream is correct—that Squibb's will protect your teeth and gums—will guard The Danger Line. For it is made with more than 50% Squibb Milk of Magnesia.

Try Squibb's. Notice how beautifully it cleans. How it refreshes your mouth. So safe! Squibb's contains no grit, no astringents—nothing which might injure. Get a tube today.

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# BLENDS



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London - Ontario



not. If the teeth are white and gleaming, the brighter shades of lipstick may safely be used even though the teeth may crowd one another instead of standing in the orderly rows in which well behaved molars and bicuspids belong. In other words, it's not the shape but the color that is important.

And speaking of color, study that of your jewels or costume jewellery and learn whether or not, it shows you to the best advantage. The vogue for ruby and garnet jewellery is at its height, and a very stunning vogue it is, too, when such jewels are worn with a white satin gown. However, it's worth while knowing that neither of these stones should be worn unless the hands are very white and smooth. This also applies to pearls. Diamonds actually accent any redness that may be present in the skin. On the other hand,—no pun intended,—emerald, turquoise and topaz cause the hands to appear whiter. These rules apply more or less to all pieces of jewellery, but more especially to rings.

All of which reminds me that necklets are most emphatically not being worn with the Empress Eugenie neckline, but that earrings are at their loveliest with one of these flattering gowns. Earrings no longer are the rather small ear pieces they used to be, but long, pendant bits of elaborately jewelled ornamentation. Their sophistication and the naïveté of this lovely neckline make a most charming combination.

Of course, the inevitable accompaniment of such a gown is a pair of long sixteen-inch button gloves that sheath the arms in their soft folds. This is a flattering, gracious fashion which we all are most pleased to welcome back again, although they sometimes are rather inconvenient when worn throughout the evening. When the hands become warm, as they almost inevitably do, there is the temptation

country where the water is of the type called "hard", and where bathing is a chore rather than a joy because the soap won't lather? Then you will be glad to hear about the powdered effervescent bath salts that both soften the water and perfume it delightfully. The salts are shaken into the tub, and they dissolve instantly in a pink bubbly fluff—like bathing in rosy charged water. The soft velvety feel of the skin after stepping from such a bath is a welcome contrast to the tight, drawn feeling after bathing in water that is "hard"—both on the skin and in its chemical contents.

Perhaps you do not care to use brilliantine or other perfumed preparations on your hair—possibly because they are not obtainable in the particular scent that you use. The hair can be perfumed delightfully without applying the perfume to it directly. Simply place some of it in the lining of your hat, or tiny sachet may be tucked away in one of the folds if there is room for even such a small thing in the infinitesimal chapeaux of this season. A slight, subtle fragrance clings to the hair when the hat is removed that is very lovely.

### DRESSING TABLE

The tiny forehead veil is receiving an enthusiastic welcome by both New York and Paris. It is said that the newer types, those just covering the brow, are most favored. They are worn in a number of ways. Some are attached directly to the hat, others are tied around the hair before the hat is arranged over them. One advantage of the veil is that the hat can be worn as far back as you like because the brow-veil holds it in place. Discreet eye make-up is a successful accompaniment to such a veil.

Monsieur Patou has adopted an amusing feature at his couture salon, where perfumed cocktails are dispensed. These perfumed flavors are creations of his own design.

The first few grey hairs may be concealed quite successfully by a very simple little device—the mascara preparation that is used on the lashes and brows to darken them. Of course, it must be in the shades which matches the hair, and it must be one that holds its color well and does not smudge. Just a temporary expedient, of course, but so very simple and easy to replace when it wears off that it is well worth trying. It does not give the hair a dyed appearance—with the further advantage of not having to be kept up, like hair dyeing.





You will be delighted by the beauty and vanity of these Sundour Casement Cloths. And it is so nice to know that these charming colours are for keeps. For no Sundour fabric ever fades.

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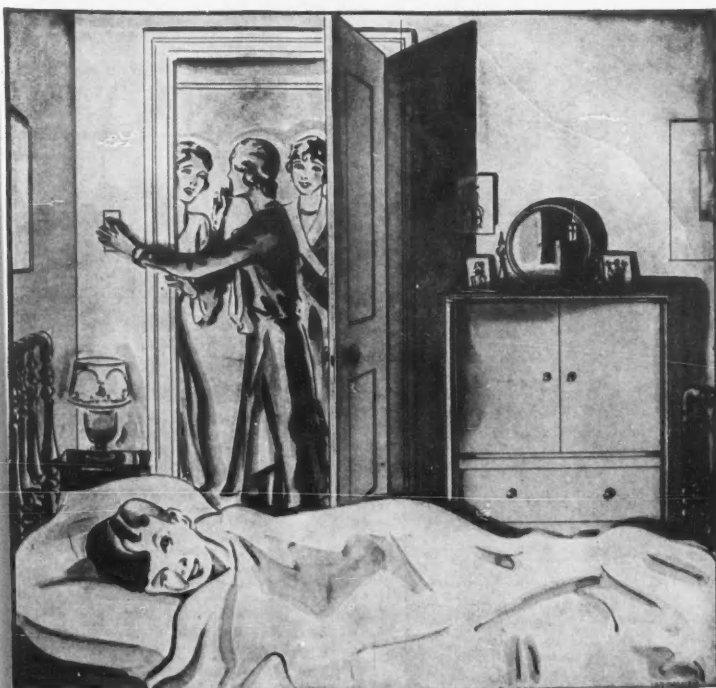
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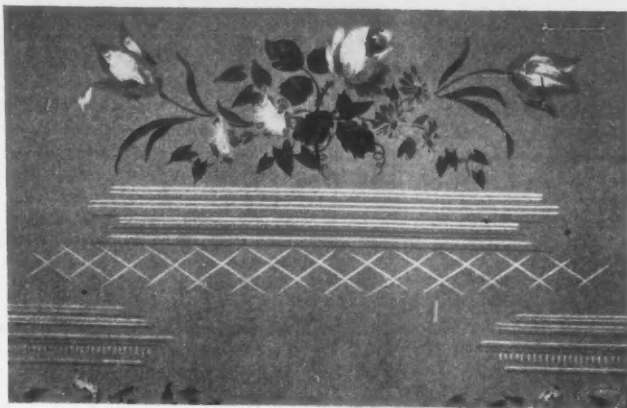
LONDON BERLIN MADRID ROME PARIS  
© Elizabeth Arden, 1930



IN A FLASH a room that was dark as Egypt can be flooded with soft and pleasant light. Those parts of the home where the younger generation lives, should be properly illuminated to preserve and protect young and growing eyes. Laco Mazda Lamps are the last product of the science of lighting.

**LACO**

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Roses and tulips such as the old Dutch masters painted grow on a green modernistic background.

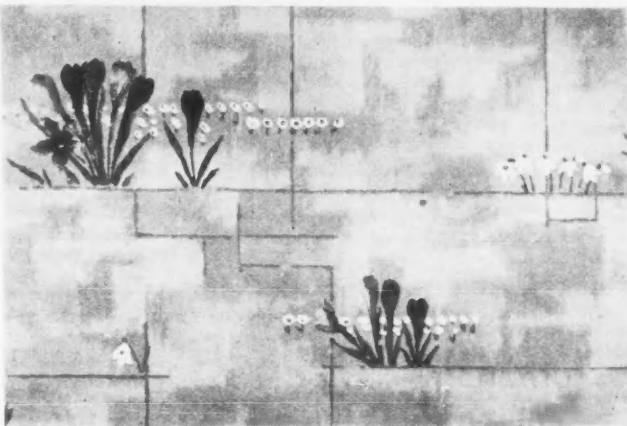
## Springtime Wallpapers

By ADELE M. GIANELLI

WALLS, peculiarly, seem the emblematic medium of Spring whereon she expresses the seasonal emotion. In retrospect let us consider the house throughout the year . . . its contents, furniture, concern one most in winter; in summer, with arms outstretched, we cross the threshold to the great outdoors; but in spring, when yet house-bound but with the urge of open spaces upon us, it is the walls which we attack with spring-

have the elements which distinguish these papers. They have verve. They invariably show unexpected kinks — for bored with the monotony of orthodox patterns, they frequently break their designs with surprising dashes here and there—streaks quite irrelevant to a consistent scheme. The all-over, regular pattern is certainly not of 1931 vintage!

One of the salient features is that splashed palette effect—not the hack-



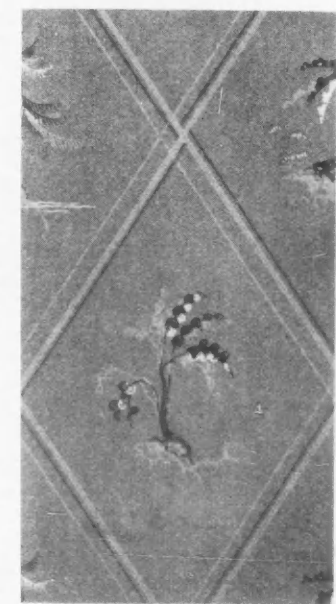
Snowdrops drift in formal lines and behind the glory of gold crocus are misty shadows of a palace park.

ever. Only they stand between us and summer and so, in happy augury of what is to follow, Spring bids us seize upon these walls—much as a outboard, whereby she writes her message—Colour.

Colour is the supreme gift of the eyesight. Colour is the choicest gift of Spring. A wealth of colour is a fortune indeed—without it starvation stalks, for whether we realize it or not colour is a dominating influence on our moods, our emotions, our thought and actions. Subconsciously we react to colour conditions—joyous, depressing, enervating, stimulating — colour colours life.

WALLPAPERS this year subtly supply our needs. They contrive to give the maximum of colour within the minimum of space. Moreover they have succeeded in achieving this with due respect to Art and an appreciable consideration of the vagaries of fashion. By this I mean that the predominating style of the new wallpapers is an artistic conception of our colour requirements designed to meet the variations in domestic furnishings. Apart from the blatantly modernistic themes, the majority of them are not obtrusive. They restrain themselves in dignified poise, understanding full well that they are but a background for the more positive features of the room. Thus they skilfully make themselves an indispensable adjunct to an endless variety of décor which otherwise might turn to tinted walls or wood panelling for complement. Yet they are not obsequiously self-effacing — under a modest exterior they express strong character by an excellent blending of colour which is only subjected to harmony.

HAVING delineated the superiority complex of the new Spring wallpapers *en masse*, let us delve into their individual characteristics. Visualize the modern girl and there you



The diamond pattern is typical of Colonial days and is suitable for a bedroom of that period.

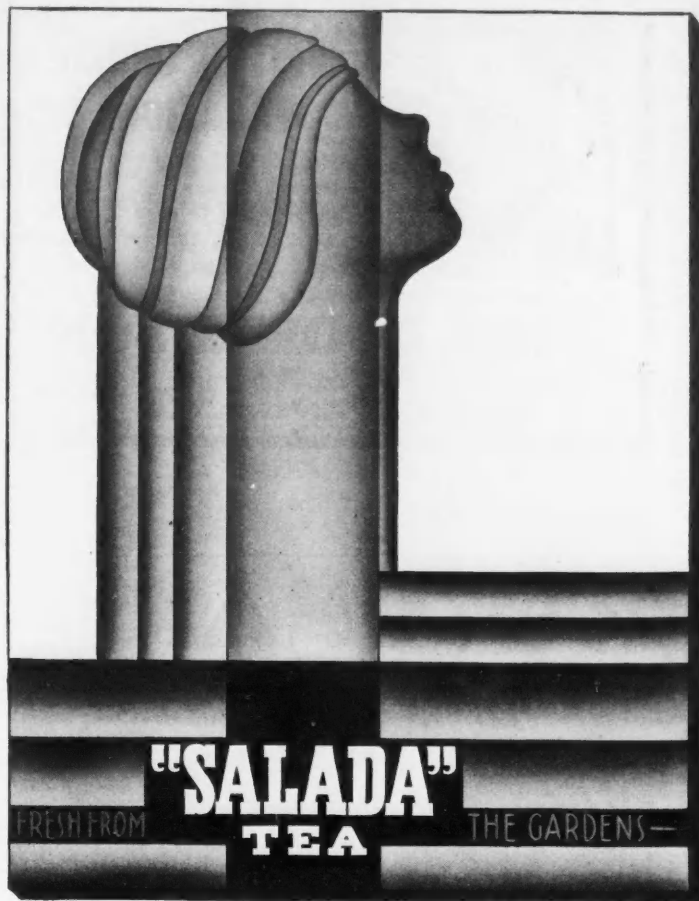
with super-imposed broken lines. Sometimes the lines assume an incongruous design simulating a sample of fabric.

Neither is there anything "pink and white" about the new papers. They are refreshingly youthful in color but the colors have no more in common

(Continued on Page 20)



Suggestive of under-the-sea pictures, these posies are washed in waves of colour.



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TEA

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## What Paris Wears

1931 Will See Colours Used in Vividly Contrasted Shades

By SOIFFIELD

Paris, Dec. 20, 1930.

WITH the new year come the usual questions, what will be the new colour . . . what will be the new line, will coats be three-quarter, full length, or quite short, when the dress houses show their summer collections at the end of January?

I am quite convinced by the few closely guarded secrets that I have managed to pick up here and there, that whatever else is lacking in 1931, dresses, hats, coats, gloves, umbrellas, scarves and handkerchiefs will all be the most colorful examples of pastel shades and almost gaudy blues, greens and mauves that have been seen for a great number of years.

Not only that, I think that it is perfectly safe for me to say that a dress or suit will be bi- or tri-colored, that is to say that if the dress is to be a one piece, the skirt and the top of the bodice will not correspond, while the middle of the dress will also be in a contrasting shade.

ALL this is going to take a great deal of getting used to, for I remember that Lelong showed a dress of this description at his mid-season collection last spring, and it was received with groans of horror and disapproval, and everyone exclaimed in chorus that never would a dress made on a layer cake principal become popular.

However, it has come, and Lelong's baby after very careful weaning has developed into a sturdy child that will very shortly be finding its own feet and running wild in every direction.

SOME of the first models of this description that I have seen and liked, have the advantage of being completely interchangeable, so that with two or three ensembles one can create an amazing variety of truly chic vêtements à la mode.

It will be quite correct to wear a dark blue skirt in laine or jersey, a light blue blouse, and a nigger brown jacket, or a green jersey skirt,

a citron lemon blouse, and a dark nigger jacket . . . sounds rather ghastly doesn't it? But, mark my word, what I am writing to you about in late December, 1930, you will all be wearing; and thinking yourselves très à la mode by about the end of May.

PRINTED mousselines for summer dresses, so I hear, have the same pattern repeated in different shades on a different colored background. This also sounds complicated, and models will need very careful construction to avoid a Victorian drawing-room aspect, but we may depend on the French dressmakers to watch their step in this regard.

ALL smart Paris flocked to the Salle Gaveau the other night to hear Anthea Bowring give her first recital in Paris, and very great was the enthusiasm.

This talented young English pianist is only 19 and gave a most creditable performance. Not only was her playing delightful, but her person exquisite, as Miss Bowring had chosen the most lovely white supple satin dress for her debut. She is tall and very fair with that gorgeous pink and white very truly called "English complexion" that is so often talked about but very rarely seen. Miss Bowring did well to choose white satin because she made a radiant picture when she returned for her final encore clutching a sheaf of deep red roses.

Being Friday many of the audience went on to one or another of the smart night clubs, and I met many of them later on in the evening at the "Grand Ecart", and being a particularly small gathering I was surprised and rather amused to see that colour contrast had spread to evening dresses in the space of a very few weeks since the newest vogue leaked out.

SO MANY of the very décolleté evening dresses had tight sleeves and were worn with small hats or turbans, and I noticed Miss Amy Blanche Lawson, the brilliant young jazz pianist who is always so much in demand at smart informal parties, sitting at the Bar chatting to a bunch of South American friends. Miss Lawson, who is not letting her hair grow, but wears it short and naturally wavy in almost a boyish bob, was wearing one of the new contrast evening frocks. The top "blouse effect" was in biscuit-beige colored lace, while the long very full skirt and belt were in the same material but in a contrasting shade of myrtle green.

Everyone agreed that Miss Lawson looked stunning, and those that were not discussing her frock were letting their tongues wag over some idle tittle-tattle about her rumored engagement to a well-known and extremely promising young diplomat. We shall all know if it is true in a few days anyway, as I hear the gentleman in

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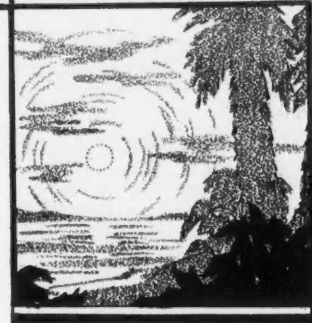
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question is leaving Paris en mission de deux ans before Christmas.

Another delightful contrast frock also in lace, had the top in salmon pink and the skirt in black while pink shoes were worn and big black ivory beads.

Contrasts will be contrasts and I think we shall have our fill in 1931.

Conscience began to hurt man about 3000 B.C., says an archeologist, which may explain why to-day it shows such deterioration.—Chicago Evening Post.

There being no known recipe that calls for both garlic and bad eggs, it is not felt that the new official de-naturant for alcohol will prove very helpful.—Detroit News.

A lady much above the usual size was trying to enter a street car. A passenger, who was waiting to get off, began to laugh at her futile efforts.

"If you were half a man, you'd help me on this street car," snarled the fat lady.

The passenger retorted, "Madam, if you were half a lady, you wouldn't need any help."—Lampoon.

In the homes of America there are treasured thousands of snap-shots that look even worse than the pictures in the old family album did.—Louisville Times.

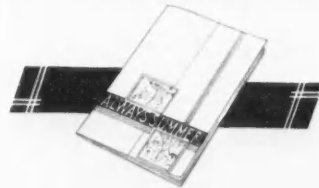
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MISS AMY BLANCHE LAWSON

A very popular member of the Anglo-American Colony's younger set in Paris, is seen here sketched sitting at the Bar of the "Grand Ecart" a fashionable Paris Night Club. Miss Lawson is one of the pioneers of the two-colour contrast evening frocks, which she wears with distinction.

—Sketched by Preben, Paris.

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## Pastimes at Present

Dress for Hillside and Rink

By MARIE-CLAIRE

THERE are, apparently only two really fashionable ways of dealing with January's cold weather. The first involves buying a heap of clothes you hope you will, but probably won't continue to like next summer, including bathing suits and beach pyjamas and cotton frocks, and running away to the South of America or France. The second is to gather quite a different wardrobe and go where it is colder still *pour le sport*. Switzerland, Quebec, and what the railway posters playfully describe as "The Highlands of Ontario", meaning Muskoka, and Lake Placid in the lovely Adirondacks are Meccas for many a sporting pilgrim in January. It all sounds, and is, very active and expensive. It is quite surprising how many of us who wouldn't care to be written of as unfashionable manage to carry on cheerfully in the old home town. Without wishing to strike a doleful note it seems quite possible more of us will do it than ever this year, making what use we can of the weather we've got right here. And to make use of winter weather you must take up at least one winter sport.

Twenty years ago skiing was an odd means of locomotion indulged in by Norwegians and really only interesting to us, and not so very at that, as a pronunciation argument. Today you will call it what you like and do it yourself even if thus you do prove it the exception to the rule about getting things done right. Children now set out on skis when they cease looking up the chimney for Santa Claus. To be able to do a bit of figure skating is coming to be as much a part of a small girl's education in many of our big cities as the ability to play Paderewski's Minuet, and is a good deal less hard on home life. Smart Clubs, International contests, and exhibitions foster the love of it in their elders. To skate on natural ice in the open air, as anyone knows who has tried both, is a sensation akin to riding the skies in an aeroplane.

WE HAVE grown very frilly and floaty and feminine in much of our wardrobe (isn't it amazing to read of a froth of petticoat showing under the swirl of a long skirt?) but we are sticking firmly to trousers for both lounging garments and skiing costumes. Business like, well tailored, snow proof gabardine makes the best of all serious skiing outfits. Larkly colours, except in accessories, have no chic, and sober navy, dark brown or dark green are only excelled in style by black. The trousers are skillfully cut this year to give a slender hip line, and all of them are loose everywhere else and blouse well over the boot, tucking in snugly with a wider elastic band than of yore. Belts are raised and jackets shorter, but you have plenty of other choice if you are bored with these minor changes in the conventional coat. Little trimly fitted and double breasted jackets stop at the waist line and look vaguely Dutch; double breasted boleros may be had by those who fancy their figures, and look extremely trim over a matching jumper which tucks in the trousers, or when worn with a gay sash tied closely round the waist beneath. The windbreaker type of jacket top in cloth closing with a zipper is sponsored by Jane Regny and shown in all good shops here. She also fancies the waistcoat idea worn over a sweater or blouse. The blouse recommended for Switzerland would be utterly useless here where the first attribute of chic in skiing outfits is to look, as well as be warm. A "V" or turtle neck sweater of a fair weight however looks well with a chamois, suede, or even a plaid waistcoat. Hand knitted waistcoats in gay colours, green yellow or scarlet are shown with gauntlet cuffed gloves to match.

To wear beneath the suits described are all manner of new tricks in the way of sweaters. Schiaparelli has evolved a very gay and tricky sweater arrangement consisting of three loosely knit jumpers of fine wool worn one on the top of the other. The three colour affect is achieved by necklines of varying depth and graduated lengths of sleeve and hem. In navy over coral over white it is charming with a navy suit, or in purple over jade green over lemon with a black one. Lanvin has a grand sweater and matching beret, knit in chevron band effect beginning in white at the neck and shading through beige to dark brown. The collar is a modified turtle neck which spreads down and out. Very swank indeed this with a brown wool velour suit.

CROCHET caps are reported to be supplanting the Basque beret, but the latter, very new and worn on the very back of your cool head even at the risk of neuralgia are still pretty popular. Agnes' wrap around strips of jersey are good too, but need

a skillful hand to wrap and tie in the effective knot that is half their charm. Of course if you are a number one top side honest to goodness serious skier (which fortunately so few of us are) you really want a visor which is supplied by the deep peak of the conventional navy blue Norwegian cap. It looks rather alarmingly like an engine driver's but if your skill is equal to it, that's the expert's touch to your costume, and you can have it copied in the material and colour of your suit to give it femininity.

There were never so many or such varied sets of cap, scarf and mittens as have appeared in the shop lately—any penchant you have for odd colour combinations can be easily satisfied. The plaids and checks are new but probably not so attractive as plain colours

collars and cuffs and often close with a zipper. Suzanne Talbot makes this kind of thing distinctive by using an odd olive green velvet and trimming it with beaver, the standing collar continuing in a band to the hem which is also bound with fur. A jewelled belt completes a very Russian looking affair that would look lovely on any slim figure skater. Regny pleats the skirts of her new skating costumes and uses checked silk blouses and scarfs with their plain colours to great effect. Less dressy and far smarter than the velvet affairs this year is a black and white or green and white from Paris. Its slim hanging skirt of black or green heavily flecked with white buttons with a wide lap on the hip and has matching fitted knickers. The shoulders and deep "V" yoke are Angora knitted with a fleck of black or green. A half and half scarf, gauntlet Angora gloves, socks, and an adorable little hat which folds and ties into a sort of brim go with it. The whole effect is of having been most successfully caught in a snow storm.

Since all the other winter sports



NORA JEAN  
Daughter of Mr. and Mrs. J. T. Byrnes, Hamilton, Ont.  
—Photo by Hubert Beckett.

after all. To be smart your hands mustn't look small, in fact they should look very bulky. Soft woolen gloves worn under gabardine mittens that match your suit are really the smartest "hand shoes" of all.

IT IS a great deal harder to achieve distinction and chic in a skating outfit than to adapt Norwegian conventions to your own skiing costume. The nearest to a conventional "proper thing" for the figure skater is the established vogue for a velvet coat frock trimmed with fur. Quite charming if a little hackneyed examples of these are now sold in all the jewel shades and in every size in good shops. They have circular silk lined skirts and fitted tops with or without a belt at the normal waistline, lapin

costumes are built around your skiing and skating outfits it behooves one to take thought for these. The addition of a soft leather jacket then prepares one for anything from tobogganning to ice-boating. Suede gazelle jackets from England come in the most enchanting shades and chamois slip-on shirts are hard to beat with skiing trousers or tweed skirts. Don't turn a cold shoulder to January, better far take it into camp and make a pet of it.

The bridegroom was in a poetic frenzy as he strolled along the seashore. "Roll on, thou deep and dark blue ocean, roll," he recited to his bride.

"Oh, Gerald," she exclaimed, "how wonderful you are. It's doing it!"—*Exchange.*

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MRS. H. RICHARDSON MALKIN  
One of the well-known younger matrons of Vancouver, B.C.  
—Photo by Vanderpant

## SOCIAL CALENDAR

### Dates

Mrs. Ross will receive at Government House, Toronto, on Wednesday, the 11th of January, from 4.30 to 6 o'clock p.m.

### Engagements

The engagement has been announced in England of Mr. Jean Henri Bieler, eldest son of the Rev. Prof. Charles and Madame Bieler, of Montreal, and Raymond, eldest daughter of Madame Augustin and the late M. de Candolle of Le Vallon, Geneva. Mr. Bieler is a member of the League of Nations Secretariat.

The engagement has been announced in Montreal of Miss Cecil Elizabeth Baird, daughter of Mr. and Mrs. Hugh Northcote Baird, to Mr. Augustus Harry Nanton, son of the late Sir Augustus Nanton and Lady Nanton, of Winnipeg.

Mr. and Mrs. A. MacVean, 2355 Bellevue Avenue, West Vancouver, announce the engagement of their only daughter, Janet N. (Edna) to Mr. Albert C. Crighton, of 966, Twenty-eighth Avenue, Vancouver, youngest son of the late Mr. and Mrs. Wm. Crighton, formerly of Nelson and Vancouver, the wedding to take place on January 19.

The engagement is announced of Marcelle, daughter of the late Honorable Mr. Justice J. A. Desy and of Mrs. Desy, to Mr. Edward Leland Davidson, son of the late Mr. F. L. Davidson and of Mrs. Davidson, both of Montreal.

Captain and Mrs. F. W. Pargeter, of Outremont, announce the engagement of their daughter, Aline Rhoda, to Mr. Edward Brill Tiffany, son of Dr. and Mrs. George S. Tiffany, of Outremont. The engagement is announced of Miss Germaine Bayard, daughter of the late Conrad Bayard and of Mrs. Bayard, Sherbrooke street, to Mr. Cyril James Costley, son of the late John Costley, of Saint John, N.B., and Mrs. Costley, of Notre Dame de Grace.

Mr. and Mrs. L. E. Desjardins, of Outremont, announce the engagement of their daughter, Gabrielle, to Dr. Eugene Dufresne, son of Mr. and Mrs. Theophile Dufresne.

The engagement is announced of Eileen Mary, only daughter of the late Mr. and Mrs. W. J. Hawkins, of Montreal, formerly of Quebec, to Paul Charles, son of the late Mr. C. C. Lapierre and Mrs. Lapierre, of Ville Lasalle, the marriage to take place very quietly early in January.

### Weddings

A quiet marriage took place on Saturday afternoon, December 20th at Trinity Church, Port Credit, when Frances Adelaide, daughter of Venerable Archdeacon and Mrs. Saddington of that town and formerly of Armistice, Ont., became the bride of Mr. James Stuart Mitchell, of Toronto, son of Mr. and Mrs. P. C. Mitchell, of Brandon, Manitoba, the bride's father officiating. The bride, who was given away by her brother, Dr. Ronald S. Saddington, wore a gown of beige chiffon and lace, with felt hat and shoes to match, and carried a bouquet of Tailsman roses. The bridesmaid, Miss Eva Taylor, of Sutton, wore a brown chiffon frock and carried sunset roses. After a reception at the rectory, Mr. and Mrs. Mitchell left for Brandon to spend Christmas and New Year with the bridegroom's parents, and on their return will reside at 18 Briar Hill Avenue, Toronto.

The marriage of Marguerite, daughter of the late Senator and Madame B. Prince, of Battleford, to Dr. J. Archibald McGinnis, of Edmonton, took place at Battleford on Saturday, December 6th, at eight-thirty in the evening, at the Chapel of the Sisters of the Assumption, Reverend Father Nicolet officiating. Calla lilies decorated the altar and chlothem ferns and palms were used in the beautifully appointed chapel. The bride, given away by her brother, wore a travelling dress of blue with matching coat, trimmed with blue fox. Her bouquet was of Tailsman roses and lilies of the valley. Later, accompanied by the good wishes of their large circle of friends, the bride

and groom left for Edmonton, where they will reside at Suite 14, Derwas Court, 121st Street.

The marriage of Mr. Thomas Randle Lunt and Miss Clara Malins, daughter of Mrs. Arthur Malins, of Vancouver, took place on January 8th in the old church at Edgbaston, Birmingham, England. The bride's uncle, Dr. Herbert Malins gave his niece in marriage.

### Travellers

Some of those who spent New Year's at the Log Chateau, Lucerne-in-Quebec, were: Hon. C. C. Ballantyne and Mrs. Ballantyne, of Montreal; Mr. and Mrs. C. L. Burton, Toronto; Mr. Randall Davidson, Miss Davidson, Mrs. Hoare, of Montreal, and Miss Laura Smith, Ottawa; Mrs. H. B. Yates, Miss Emily Yates, Colonel and Mrs. C. G. M. Cape, Dr. and Mrs. Meakins, Mr. Desmond Massey Beresford, Miss Babette Lyon, Mr. and Mrs. Sidney Dobell, Mr. and Mrs. Jack McIntosh, Mr. Webb Krauser, Mr. H. J. Humphrey, Mr. and Mrs. R. J. Magor, Mr. and Mrs. Allan McMartin, Brig.-Gen. and Mrs. C. B. White, Mr. and Mrs. R. L. Seythes, of Montreal; Mr. and Mrs. Paul Peters, Mr. and Mrs. E. Burns, Mr. and Mrs. R. N. Boyer, Mr. and Mrs. Frank O'Connor, Dr. Lockwood, Mr. William Kennedy, Toronto; Mr. and Mrs. J. McSweeney, Mr. and Mrs. Geoffrey Porteous, of Montreal; Mr. Albert MacLaren and party, Mr. Alexander MacLaren, of Buckingham.

Lt.-Colonel and Mrs. W. C. Gillis, of Ottawa, have as their guests for the holiday season, their son, Lieut. Bryce Gillis of the R.C.A.S.C. of London, Ont., and Mrs. Tibbits, of Fredericton, N.S., mother of Mrs. Gillis.

Captain J. E. Lyon, Royal Canadian Engineers, has arrived in England to attend a two years' course at the Staff College, Camberley.

Mr. and Mrs. John Burstall, of Quebec, have taken a house at 36 Egerton Cres., London, England, from January until next May.

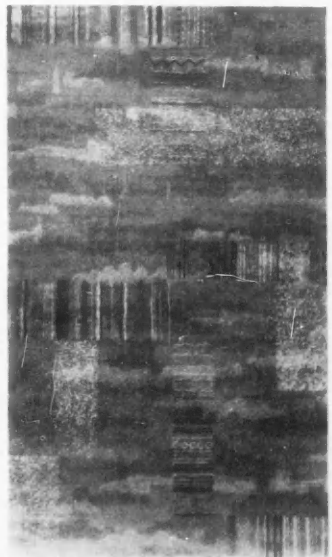
Mr. and Mrs. Montague Bate, of Montreal, spent the holiday season with Mrs. Bate's parents, Sir Charles and Lady Fitzpatrick, of Ottawa.

Lieut.-Col. and Mrs. Herbert Molson, and Miss Betty Molson, of Montreal, are spending the New Year at their country residence in the Laurentians.

Sir Henry and Lady Thornton, of Montreal, are spending the New Year week-end in Ottawa.

Professor Pelham Edgar, of Toronto, has been a guest of Colonel and Mrs. Henry Osborne in Ottawa.

Mr. and Mrs. Temple Blackwood, of Toronto, are guests of Mr. and Mrs. Philip Mackenzie, of Montreal, for the



Sometimes the design assumes surprising similarity to fabric patterns, super-imposed on harmoniously blended colours.

New Year holiday at their home at Montebello.

Count and Countess Grabowski, of Montreal, are spending the holiday season at the Chateau Laurier, Ottawa.

Miss Ella-Mary Northgrave, of Toronto, has returned from a fortnight's visit to Montreal where she was the guest of Miss Blair Takley.

Mr. A. E. Francis, of Montreal, has sailed for England to join Mrs. Francis and their son Norton in Horsham, Sussex, later visiting in Ireland and the Continent.

Mr. and Mrs. W. K. George, of Toronto, are spending the New Year with their daughter, Mrs. H. M. Savage, in Montreal.

Captain C. R. S. Stein, Royal Canadian Engineers, is on leave in England and will shortly sail for India to attend the Staff College at Quetta.

Dr. and Mrs. Stuart Ramsay and their children of Montreal, spent the holidays in Quebec with Mrs. Ramsay's parents, Col. and Mrs. Oscar Pelletier.

Mrs. Charles O'Connor and her son, Mr. Charles O'Connor, and Miss Nanna Hughes, of Ottawa, spent the holiday season at the Log Chateau, Lucerne-in-Quebec.

Mr. R. H. Hadow, first secretary to the British High Commissioner, has been transferred to the British Legation at Vienna, and with Mrs. Hadow and their children will leave early in the Spring to spend a few weeks in Virginia prior to sailing for Vienna.

Mr. A. D. Brathwaite, of Montreal, spent the holidays in Toronto with his daughter, Mrs. Schuyler Snively.

### Springtime Wallpapers

(Continued from Page 17)

with "sugar and spice and everything nice" than the sports girl has with the Victorian maiden. Rather do the colors echo the spring nuances — as *capucine* — a sophisticated yellow is strongly stressed and green also. Some patterns are suggestive of under-the-sea pictures, translucent blue-greens and yellows which are intriguingly mysterious and then, as if penitent for omitting the proper feminine touch—for a bedroom—flowers are splashed delicately under the waves of color.

DESIGNS strenuously rebel against being obvious. Sometimes the main theme is formal but the restraint becomes unbearable, and with a few sketchy lines, discretion is thrown to the winds and the new mode of 1931 is born. For instance, there is one paper with a clear green background. It has an exquisite spray of flowers interlarded but, as if that were much too commonplace, fierce but little crosses have been defiantly marked like ten-dollar bills which make very good soil for paper flowers to grow in.

Crocuses, like last year, make one of the most delightful floral patterns — their yellow and mauve top-knots equally attractive against turquoise or apricot background but again provocative lines, quite foreign to the theme, metre off drifts of snow-drops. There are many mischievous moods in the newest papers, but despite the cynical disregard of orthodoxy, art moderne is not exemplified. There are the silver and gold papers, which lend themselves to living-rooms of ultra décor—or which lacquered with antique colour, make beautiful walls for most period furniture. There are French and Swiss washable papers of shellac-finish, savoring of the modernistic with unearthly flowers geometrically divided by gold and black lines, and there are futuristic birds on silver clouds—all catering to the bizarre.

LAST year there was an indication that the elegance of the drawing-room would return to favor and this is most strongly emphasized by those lovely silk papers of which Shiki is the newest. The chartreuse shade, like verdigris, of this handwoven product, is amenable to many colour schemes and marks a wholesome appreciation of the proper meter of wallpaper—an enhancing background. For the Georgian reception room, the Adam urn annually graces each new collection, variously presented, and for a livable room there are wood veneer papers, squared into panels. In tones of silver-birch—and it is made from natural wood, finely shaved—it might make a delightful wall-treatment for the garden room, frequently disguised by that mis-used name—the sun room.

Scenic papers, ideal for the dining-room as delightful stimulants to appetite, are easier to find than several years ago. These landscape idylls are expensive but a world cruise within the confines of the home is cheap at their price. Just as the bedroom papers rejuvenate with an insouciance that is provocatively youthful—their sophisticated slant to "when we were very young", so the dining room and living room wallpapers of 1931 portray a dual rôle in life. They stimulate the imagination in order that four walls may not cramp our vision, but they also soothe our restlessness so that within their area we may live content.

Doc Einstein says that space is the only reality. Practically all publicity hounds rank it as first, anyhow. —*Dallas News.*

Business recovery will probably begin about the time some of our leading optimists finally run out of conversation about it. —*San Diego Union.*



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Sponsored by the Canadian Pacific—Competition among amateurs under their club handicaps for the E. W. Beatty Challenge Trophy—open to all guests of the Empress Hotel.

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mum stay of two weeks).  
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\$4.50 per day and up. Room with bath, Double—  
\$7.00 per day and up.  
Special Rates for extended visits  
upon application.

### TRAVEL

For full information consult your local agent.

## CANADIAN PACIFIC

The lads in college like to be treated with kindness by their parents, but not with unremitting kindness. —*Arkansas Gazette.*

Prosperity is a fine thing, but the most optimistic reading matter is produced by adversity. —*San Diego Union.*

Scientist finds that the more ancient coal is, the better it is. No fuel like an old fuel. —*Arkansas Gazette.*

New York police are seeking six escaped lunatics, which is like looking for a needle in a needle factory. —*Macon Telegraph.*

Everything we have is taxed—even our credulity and patience. —*Florence Herald.*

Critie refers to bridge as "a dumb kind of game". Would that it were; would that it were! —*Arkansas Gazette.*



# SATURDAY NIGHT

BUSINESS

FINANCE

GOLD &amp; DROSS

INSURANCE

THE MARKET

Safety for  
the Investor

TORONTO, CANADA, JANUARY 10, 1931

P. M. Richards,  
Financial Editor

## THE NEW INDUSTRIAL REVOLUTION

"Rationalization" of Industry Proceeding Apace — "Rationalizers" of Today to Be the Industrial Leaders of Tomorrow — Canada's Opportunity

By William King

ONCE in a while a new dog appears at the office door and attracts our attention. Whether the hand of welcome is extended or not depends on his appearance and what we know about him. Very often his presence is distasteful and he is kicked out, whereupon he tries one office or another until he becomes firmly entrenched or dies an untimely death.

One dog of this kind—his name is "Rationalization"—now occupies a prominent seat in the council rooms of industry, and is daily increasing his power.

From the war and the last decade of experimentation has grown a new industrial technique which is firmly entrenched and which constitutes a second industrial revolution. It is not confined to one country, rather is it international in scope and application. The old order is fast disappearing; the new is arising in the form of consolidated units of industry that are efficient and readily adaptable to changed conditions. Several years' accumulation of dead wood has been cut away and industrial units are becoming lean, lithe, and supple.

We must remind ourselves that the first industrial revolution was confined to the older countries in Europe and Great Britain. It began in the latter country with the introduction of the factory system and spread throughout the civilized world in the nineteenth century. It was made possible by two causes working together and constantly reacting on each other, yet in fact and essence different.

The most important was a social movement, brought about by the enforced migration of small cultivators and peasants from the agricultural districts to the towns.

The second cause was the mechanical evolution; invention and discovery went on during this century regardless of the effect they might produce. Canada took her pattern of economic life from the old world but she was spared the violent growing pains of a country long existent under the feudal system; social and economic forces were not so deeply rooted and lent themselves to change very easily, although she had her own economic difficulties to overcome. Belonging to the new world she could build industries with new labor and improved machinery, not hampered by convention, and these new industries afforded a high standard of living to the workers. Radiant with the vigour of youth, and enjoying superb gifts of nature, this country has made marvellous advances, and developed its industrial equipment to a degree undreamed of twenty years ago.

But the second industrial revolution is not confined to the old world as was the first, and before we deal with present reconstructive measures it will be well to outline the causes which made them necessary.

Unfortunately, we must refer to the late war. The increase of productive capacity during that period was not easily re-adjusted to normal conditions, and efforts by producers to maintain prices in spite of saturated markets had but one ending, a lowering of raw commodity prices; the malady has been common to many countries, in varying degrees. Merchants and whole-

sale dealers practice hand-to-mouth buying during such a period. A man who buys products extensively on a falling market is following a precarious policy. He must, according to his own economics, have the earliest possible advantage of every price reduction, but he is often remiss in passing this economy to the retailer and so to the consumer, therefore purchasing power is retarded.

So it has proceeded, creating a vicious circle that has to travel its predestined orbit before there can be a return to profitable trading, and an absorption of vast numbers of unemployed. It has to run its course; it is the price we have to pay for four years of chaos, during which our energies were working toward destruction. When the course is run, and the end is in sight, the features of the world's industries will have changed almost beyond recognition.

Today, almost every country is compelled to follow a policy of economic self-sufficiency to develop its industries, its natural resources, its agricultural areas. This movement has sounded the death knell of "Free

Trade" and extended the avenues of preferential bargaining.

Another radical change in the economic structure of industry is the failure of open competition to meet present day needs. In theory, bankruptcy should solve the problem of surplus productive capacity and incompetent management, but in practice it is utterly useless because it does not apply to the failure of large concerns to make good. In the United Kingdom many once powerful organizations have lost millions of dollars before reconstruction and new capital has followed, but some of them continue without any guarantee that the proper economies have been effected and that they can operate profitably in the near future; in some cases the necessary reformation and re-equipment has not taken place.

With free competition the way is left open for the most prodigal methods of exploitation of natural resources and ruinous competition can be another name for wastage and instability. There is no check on the tendency to overgrowth and the provision of too many factories and machines. Growth can only go on while the market is expanding; when demand diminishes the

(Continued on Page 25)

### A Tobacco Plantation in South-Western Ontario



The above photograph, showing a tobacco field in Norfolk County, Ontario, typifies the changes which have come over the once sand-blown, unfruitful lands on the north shore of Lake Erie, as a result of the discovery that this soil is especially suited to the cultivation of high-grade tobacco. Nearly 15,000 acres in Norfolk County alone were under tobacco in 1930, as compared with only 500 acres in 1926. The flue-cured tobacco produced in Norfolk County is of higher quality and brings a better price than the tobacco of the Southern States. Thousands of tobacco-growers have migrated to south-western Ontario from Virginia and other tobacco-growing states.

## TOBACCO—AND WEALTH!

How Norfolk County, in South-Western Ontario, is Winning Recognition as the "New Virginia"

By Bruce M. Pearce

"THEY'RE heading south!"

It might have been the birds who start the long trek southward at the first sign of frost in their Canadian summer home.

Instead, the remark encompassed human beings, stalwart young men of Virginia and the Carolinas homeward bound after sunning themselves under Canadian skies for five or six months. Hundreds of them in motor cars bearing license plates of their native states, their pockets lined with Canadian dollars and infectious smiles beaming upon tanned faces.

No, these young fellows are not tourists in the sense of coming to Canada for a holiday. They come here to work and make money, more money than they would earn in several seasons in their home country.

They are growers and curers of the tobacco leaf and they are helping to build the "New Virginia".

A real Virginia it is, too. Because in Norfolk County, Ontario, there are acres upon acres, thousands of them, stretching as far as eye can see, where the finest flue-cured tobacco in the world is grown. At least the Southerners declare it equals their own native product in quality—and what is more important, the prices received for the crop are several times as great as in Virginia and the Carolinas.

Five years ago the people of Norfolk had no conception of the appearance of a tobacco kiln nor even of a tobacco field. They did have thousands of acres of waste sandy land running northward over a broad expanse from the north shore of Lake Erie. Here for years some farmers had eked out a living and most had failed. At an earlier period the ruthless lumberman had stripped this area of its forest wealth and as years passed, it became a drifting blow-sand, as dreary and unpromising a sight as one might

see anywhere. Reforestation had reclaimed some of it but for the greater part it remained an unhealthy blot upon the county's agricultural prosperity.

Then one day in the spring of 1919, a Southerner, native of Virginia, came to Norfolk. He bought five acres of this forlorn-looking land. The owner accepted ten dollars an acre and thought he was lucky. Quite unobtrusively the Virginian planted five acres of flue-cured tobacco. That year he took off a crop valued at \$500 an acre, paying for his land fifty times over.

He did this for several years, each season expanding his holdings. At first, little notice was taken of his experiment. He worked quietly and said nothing for publication. His neighbours were mostly unprogressive farmers who looked disparagingly upon any attempt to make this land yield profitable crops.

Not until the year 1925 did the farmers of Norfolk awaken to their opportunity. Then it was only after H. A. Freeman, the pioneer grower, and some other Southerners who had followed him here, had made such a success of tobacco-growing that they could no longer resist the lure. Almost overnight Norfolk became a tobacco El Dorado. The "New Virginia" was born. In a comparatively short time the landscape of one-third the entire county underwent an astounding transformation. Here, there and everywhere over an area of 300 square miles, old buildings disappeared and tobacco kilns sprang up in their place. Standard farm machinery was swept away and in its stead came modern appliances for the cultivation of tobacco. No farm was complete without its greenhouse.

Real estate changed hands with lightning rapidity. Ten-dollar-an-acre land had suddenly risen to unheard-of prices of \$75 and \$100 an acre. Brokers from Detroit and Cleveland

(Continued on Page 28)



THE western wheat situation, which has been by far the blackest of the clouds overhanging the Canadian economic scene, is looking a good deal more hopeful, not only because of Mr. Bennett's relief plans as announced at Regina but by reason of a certain brief remark contained in the New Year message of Mr. Stanley Baldwin in England. The British Conservative leader statement, after dealing with domestic proposals, went on to say that "As for the development of Empire trade, we have worked out a scheme which, in our view, will give the Dominions all they want in the way of a secure market for their wheat."

THIS remark is of the greatest practical significance for Canada in view of the apparent likelihood that Britain's Labor Party will be unable to carry on the government much longer and that a general election will be held in the not distant future, possibly in the next few months. In such an event it is altogether likely that the Conservative Party will gain a majority and that Mr. Baldwin, as Prime Minister, will be placed in a position to carry out his plans. Of course by no means all of Canada's exportable wheat is consumed in the British market in the best of years, but enough of it is to make that market of prime importance to the Canadian wheat producer. Encouraging, also, is the fact that Mr. Baldwin, when he wrote his New Year message, was quite conversant with Canada's needs and wishes in respect of a better British market for her wheat, as he had several lengthy discussions with Mr. Bennett on the latter's Imperial Conference proposals.

THUS we have good reason to hope that in the reasonably near future Canada will be in a very different position in regard to her chief line of endeavor, the production and sale of wheat. With an assured market for a very large portion of her exportable production, Canada's business skies would be enormously brighter, as obviously the prosperity of the whole Dominion depends in large part upon that of the western wheat grower.

IN THE meantime the Dominion Government is taking practical steps to improve the western wheat situation. Its chief proposals, as outlined in Mr. Bennett's recent speech at Regina, are for the creation of an agricultural credit corporation which will loan money to western farmers to assist them in going in for mixed farming in place of concentrating exclusively on grain, as hitherto; "whole-hearted and immediate" co-operation with the Provincial Governments in providing free food, clothing and seed grain for needy farmers; the opening of negotiations with the Chinese Government for the sale of Canadian wheat in China plus the granting of credit, if necessary, to make that possible, and "the extension of credit facilities and use of other means to prevent the forced and precipitate liquidation of the 1930 crop."

PRESUMABLY the latter means a guarantee by the Dominion Government of the wheat pool bank loans on the 1930 crop. Such a step is open to serious question from the standpoint of sound economics, as had been previously said in SATURDAY NIGHT, but Mr. Bennett doubtless felt that no other course was open in view of the undeniable situation does not only concern the western farmer but constitutes a national emergency.

MR. BENNETT is to be commended for his refusal to permit the Dominion Government to be coerced into assuming highly uneconomic obligations such as the fixing of a minimum price for wheat. This refusal has disappointed the West and Mr. Bennett's speech has been criticized by many farmer leaders for "lack of definiteness", but it is hard to see where Mr. Bennett could have been more definite without radically violating the principles of sound business.

Mr. Brownlee, Premier of Alberta, in seeking to correct what he thought was a misconception on Mr. Bennett's part, has explained that the West is not asking for the fixing of a minimum price in markets abroad, but the fixing of a minimum domestic price, which presumably means that the Dominion Government, if it accepted the proposal, would be asked to make up the difference between the sale price and 70 cents, if the former were lower. Obviously such a plan would put a premium on inefficient farming methods.

THE Prime Minister's plan to develop new or larger markets for Canadian wheat in China and his willingness to hazard the Dominion's money to achieve this end, prove, if proof were needed, that he possesses courage, as it is certain that his political prestige will suffer greatly in the event of failure. But that is mainly Mr. Bennett's concern. The conditions that now prevail require leadership that is ready, if necessary, to step off the beaten path of commerce to achieve satisfactory results, and Mr. Bennett is providing it.

NO ONE will quarrel with the Government over its promise to co-operate in relief measures in the West. The West is a vital part of this Dominion, it contributes enormously to our national wealth, and it is justly entitled to every sympathetic and helpful consideration that the rest of the national community can give it. The West's business is Canada's business.

### New Export Markets Bring Prosperity!



Canadian business has learned many lessons from the experiences of 1930. The necessity of going after things harder, of opening up new markets to replace a falling off in others, of tightening up organizations to a new pitch of efficiency

may, indeed, prove to be a permanent boon. Here is the record of one Canadian company's achievement during the year just closed.

"To have been working overtime consistently since September and to have in our plant at this time a greater number of employees than ever before is, we feel, a fact of which we may be proud," Victor Arnold Smith, Managing Director of the Parker Fountain Pen Company, Ltd., told SATURDAY NIGHT. "This does not mean, of course, that we have been immune from the depression. There has admittedly been a temporary falling off in our domestic trade. On the other hand this has been offset many times by the phenomenal increase in our export business. Figures already available show this to be at least 43 per cent. above last year. We have steadily opened up new markets and we now export pens made in Canada, to seventy different countries."

And in 1931, with this company as with so many others in this country, there will be no abatement of effort, no resting on oars. "Blind optimism is as much to be deplored as black pessimism," says Mr. Smith. "After the storm comes the calm—after the calm, the tradewinds. We can assuredly go ahead in 1931 with a much brighter outlook than in 1930."



May we assist you in selecting the securities for the re-investment of your January dividends?

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### DIVIDEND NOTICE TRAYMORE LIMITED Preference Dividend No. 15

Notice is hereby given that a dividend of one and three-quarter per cent for the quarter ending the 31st day of December 1930, being at the rate of seven per cent per annum, has been declared on the Preference Stock of the Company. The above dividend is payable on and after the 15th day of January, 1931, to shareholders of record at the close of business on the 8th day of January, 1931.

By Order of the Board,  
E. J. SWIFT,  
Secretary  
Toronto 2, January 2, 1931.

### PENMANS LIMITED Dividend Notice

Notice is hereby given that the following Dividends have been declared for the quarter ending the 31st day of January, 1931.  
On the Preferred Stock, one and one-half per cent (1½%), payable on the 2nd day of February to Shareholders of record of the 21st day of January, 1931.  
On the Common Stock, One Dollar (\$1.00) per share, payable on the 16th day of February to Shareholders of record of the 5th day of January, 1931.

By Order of the Board,  
C. B. ROBINSON,  
Secretary-Treasurer  
Montreal,  
December 29, 1930.

### TRANSAMERICA CORPORATION LIMITED

#### DIVIDEND NO. 5

Notice is hereby given that the regular quarterly dividend of one and one-half per cent (1½%), being at the rate of 6% per annum, has been declared on the Preferred shares of this Company, payable January 2nd, 1931, to shareholders of record December 31st, 1930.

By Order of the Board,  
EDWIN T. CAMPBELL,  
Secretary.

# GOLD & DROSS

### Montreal Power's Possibilities

Editor, Gold and Dross:

Knowing you have the reputation of being always well informed and accurate, I am coming to you for advice as to whether I should buy some Montreal Light, Heat and Power common stock at 55. I have always understood from your columns that it is a very good investment stock, but would like to know particularly if it is worth its present price. I would say that I am not a speculator; that is, I would buy it to hold and would not be particularly concerned if the market price were to fall off a point or two after buying. But of course I wouldn't want to have a big drop.

—C. S., Westmount, Que.

When you consider that at 55 (which incidentally compares with a 1930 high of 77) Montreal Power common is yielding only 2.72%, it is obvious that the price is still discounting to a considerable extent the prospects for future growth. On the other hand, a glance at the company's record in this respect shows that it is quite reasonable that prospective investors should be asked to pay a premium for the practical assurance of continued expansion of earnings. The only question is as to the amount of such premium.

Montreal Power has a record of thirty years continuous dividends and of progressive growth in earnings. The company occupies a dominant position in the territory which it serves, as for all practical purposes it is immune from competition. The population of the Island of Montreal is growing steadily and rapidly and has been for many years past, and thus the activities of Montreal Light, Heat and Power Consolidated seem bound to grow accordingly. Notwithstanding frequent reductions in power charges to consumers, the trend of the company's net earnings have continued upward and it appears probable that the steady decline in operating ratio so far displayed will be maintained. What makes the stock of particular interest in times like these is its depression-proof character; for example, I understand that the company's annual report for 1930 will show net earnings of between \$2.25 and \$2.50 per share. This compares with \$2.14 for 1929, based on the present capitalization. Not only has the company had new industrial customers during the year to offset the smaller industrial demand from old customers, but also it has experienced a bigger demand from domestic users of electricity and gas.

### McColl-Frontenac for Holding

Editor, Gold and Dross:

I have some money coming in shortly which I want to put into a good common stock, with the idea of holding it for three or four years at least. I have picked on McColl-Frontenac. I know it doesn't pay very much but it seems reasonably priced and I think I would have a good rise in this stock over the time I want to hold it. What do you think of my idea?

—R. B., London, Ont.

I think it is quite sound. McColl-Frontenac is now selling around 18 which compares with a high of 28 and a low of 14 1/2 for 1930 and a 1929 high of 45. While the latter figures represent pre-crash valuation and it may be some time before it gets back to such levels, nevertheless I think that over the period you mention you certainly should have a profit. The stock pays sixty cents annually and therefore your return will be 3.33 per cent. As you point out, this is very low in comparison with most returns on common stocks today, but I think you would be quite justified in anticipating greater disbursements within four years.

McColl-Frontenac is a progressive company and is well established in its field. Its last report showed a strong financial position and it is favorably situated for further expansion. In addition, it came through a depression year very well indeed, a recent official statement by the President indicating that sales had exceeded those of 1929 by a substantial margin.

On at least two occasions during the past year strong rumors of mergers including McColl-Frontenac gained prominence and while nothing materialized, it is quite true that the acquisition of the company by one of the large United States firms would give an excellent entry to the Canadian field. Whether or not this comes about, the possibility lends added speculative attractiveness to the stock.

### Canadian Industrial Alcohol

Editor, Gold and Dross:

I am thinking of putting a few hundred dollars into Canadian Industrial Alcohol "A" shares as a speculation. Do you think I would be wise? The shares seem so low that they can hardly go lower, and a friend who knows the company tells me it is staging a comeback. Would be glad of your advice.

—J. B., Quebec, Que.

Your friend seems to have some really exclusive information. While it is quite possible that the company may make a satisfactory "comeback" there is unfortunately little in the present situation to warrant any particular optimism, at any rate as regards the nearer term.

Have you studied the recently-issued annual report covering the company's fiscal year ended September 30th last? If so you must have recognized that not only the company's position, but also its prospects are very much less favorable than at the end of the previous year. Such items as the decline of approximately 75% in earnings available for dividends, the bank loan of \$2,281,000 which did not appear in the previous year's statement, the reduction of cash in bank to only \$10,316 as against \$504,622 a year previous, the liability of Canadian Industrial Alcohol on account of the McNish Company debentures, which are guaranteed by the former, together with the lack of any prospect of marked improvement in earnings in the reasonably near future, surely provides plenty of reason for caution for anyone considering a venture in this stock.

The questions to be considered are: Is the company's position purely a temporary one? Will it be able to win through to a better position, and if so, how soon? What are the prospects for resumption of dividends on a scale that will well reward the present purchaser for the risk he is currently taking?

The answers to these questions, unfortunately, are largely in doubt. Competition has been intensely keen in the Canadian distillery business since the government acted to stop liquor exports to the United States, and this situation seems likely to intensify rather than diminish. It is also evident that Canadian Industrial Alcohol's relative position in the industry is much weaker than in its days of prosperity, so that, if only for

that reason alone, it is in a less favorable position to compete for what business is available.

Lord Shaughnessy, the president, admitted at the recent annual meeting that Canadian distillery companies were facing a situation similar to that prevailing in the pulp and paper industry, and that if something in the nature of a marketing agreement could not be reached between the companies there was the possibility of a disastrous price war. It is understood, however, that conversations with this end in view have already taken place between the managements of the three big Canadian distillers, Hiram Walker-Gooderham and Worts, Distillers Corporation-Seagrams, and Canadian Industrial Alcohol.

On the bright side of the picture is the fact that Canadian Industrial Alcohol has large and valuable stocks of maturing liquor and a well rounded out organization which should materially aid in its recovery whenever conditions improve. At the present time the stock may be classed as a radical speculation for the long pull, but in view of its past earnings record, it would appear to be not without attraction as such.

### Geo. Weston Ltd. Doing Well

Editor, Gold and Dross:

I own some of the common stock of George Weston, Ltd., on which I have a loss of around ten points at the price it is now selling for. I bought this stock thinking it should go up, but it hasn't. I am getting tired of it and do you think it would be a good thing to throw it over now as it doesn't produce any action. How is the company doing?

—L. S. P., Orillia, Ont.

George Weston, Ltd. is doing very well and I can see no reason at all why you should sell now and take a loss. While you do not tell me in your letter, I imagine that you bought earlier this year when the stock bounded up following a number of rumors as to possible mergers, which did not materialize. If you are still looking for immediate appreciation in this stock I think you will be disappointed, but if you have sufficient patience to hold it for a number of years I think that you should make out very well.

This common is, as you know, on a dividend basis of \$1 annually, and in making the declaration for the final quarter, it was announced that sales for eleven months of the fiscal year had shown a satisfactory increase and it is expected that profits should make a favorable comparison as well. I understand that the company did not suffer inventory losses such as have been experienced by several baking companies, as Ontario flour is used for biscuit making and purchases have been made as required.

Last year earnings per share on the 50,000 shares of common outstanding amounted to \$1.44—a fair margin over dividend requirements, and in addition that year reflected the necessary organization changes incumbent on the taking over of the Paterson Company, of Brantford, in 1928. The last balance sheet showed a very satisfactory financial situation and the company appears to be making such steady progress as to well warrant the holding of its common stock.

### Canada Wire and Cable

Editor, Gold and Dross:

A friend of mine has advised me to pick up some common stock of Canada Wire and Cable Company as he says this firm has been doing very well and is in a good position to profit from the bigger power developments in Canada. This would be a small speculation for me, as most of my money is in sound investments. What do you think? I would appreciate a brief word of advice.

—J. B., St. Hubert, Que.

I think that the "B" stock of Canada Wire is a fairly attractive buy right now at prices of around 30. As you know, this stock has just been put on a dividend basis of \$1.75 annually, and the yield is therefore 5.83 per cent. Last year the company reported earnings of \$5.67 per share on the "B" stock and it is expected that profits for 1930 will be at least as good as those of last year.

I imagine what your friend is referring to is the close association of Canada Wire and Cable with the important group of power companies controlled by Nesbitt Thomson and Company and this connection is certainly valuable. Another important point is the association of the company with Noranda, the latter company having agreed to purchase some 35,000 shares of the "B" stock of Canada Wire and has taken an option on a further large block. Canada Wire is constructing a new plant near that of Canadian Copper Refiners at Montreal, and thus is in an excellent position for a supply of copper for fabrication.

Recent rumors to the effect that the increasing use of aluminium for transmission lines and other electrical equipment would adversely affect Canada Wire, have been given official denial. It has been pointed out in this connection that Canada Wire is the second largest manufacturer in Canada of aluminium transmission lines and that it had been producing this product since 1911.

Canada Wire is in an advantageous position and its future appears sufficiently bright to make its junior stock an attractive buy at the present time.

### Chemical Research Corporation

Editor, Gold and Dross:

What do you think of Chemical Research as a buy now? Is the company paying dividends and do you know if it is making good profits? The company owns the Cyclo gasoline process.

—J. M., Toronto, Ont.

While this stock is definitely speculative, it seems to offer possibilities at current quotations around \$3.40, which figure incidentally compares with a high of \$9 and low of \$2.30 for 1930. No dividends are being paid on the stock at the present time, but it is reported that the company will show earnings of around \$1.20 a share for 1930 and that dividends may be initiated in the near future. However, nothing definite is known as to this at the present time. There are 720,000 shares of no par value capital stock outstanding, and the company has no bonds or preferred stock.

The stock is speculative for the reason that while a good deal of experimental work has been done and is still being done to improve the Gyro vapor phase process for cracking crude petroleum, other interesting processes are also in existence and prospective purchasers of Chemical Research stock should therefore take into account the possibility of the development of some better and more economical process than Gyro. If that occurred and the Gyro process were discarded, the stock of Chemical Research Corporation would be of little or no value, as practically the only assets of the company lie in its interest, through its subsidiary, the Gyro Pro-

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### PROSPECTS for 1931

Prospects for 1931 and a selected investment list are reviewed in our January Letter.

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### January Investment List

A number of sound bonds selected as most desirable for investment at this time are described and briefly analysed in our January list, which is issued at the first of the month.

Write for a copy of this list

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# GOLD & DROSS

cess Company, in patents covering the manufacture of gasoline by the Gyro Vapor phase process.

The Gyro Process Company does not manufacture gasoline itself, and derives its income solely from a royalty of 25 cents per barrel paid by refineries and others using the process. In Canada the sole right to the process is held by McCol-Fontenac Oil Company Limited, while in the United States a number of refining companies are using or have been granted licenses to use the process. Pure Oil Company is employing it in a fairly large way, also the Carbide and Carbon Chemical Corporation and the Anglo-Mexican Oil Company. Other companies holding licenses to manufacture under the process are the Standard Oil Company of New Jersey, the Standard Oil Company of Indiana, Texas Corporation, Shell Development Company of California, Gulf Refining Corporation, and in England, the Petroleum Refineries Limited.

While apparently there has been a fairly considerable increase in the amount of gasoline produced under this process, stock of Chemical Research Corporation must continue to be regarded as very definitely speculative until such time as the lasting value of the Gyro process has been demonstrated. Of the royalties on the process received by Gyro Process Company, 75% go to Chemical Research Corporation and 25% to Pure Oil Company, which holds the minority interest in the stock of Gyro Process Company.

## POTPOURRI

S. F., London, Ont. The BRITISH COLUMBIA AMALGAMATED COAL COMPANY went to the wall in 1910, branded as a fake. The shares are worthless.

B. O., Montreal, Que. GOLD ROCK MINES LIMITED, issued stock last year and the year before, on the strength of a gold prospect in the Dryden area of Ontario. The ground held did not appear to offer anything particularly good in the way of mine-making chances, although directors built a tiny mill and at one time an announcement was made that the property was "in production." They were promptly checked up on the statement. Work done was very limited and results were not very encouraging. The stock is not listed on any exchange and there is no market for it.

B. J., Middleport, Ont. I would not advise you to sell your shares in GYPSUM, LIME AND ALABASTINE (CANADA) LIMITED and CITIES SERVICE COMPANY at the present time if you do not need the money which these shares represent. The prices of both securities are lower at the present time than normal because of the very depressed condition of business generally and of the stock market. This situation is temporary, and as soon as there is a general recovery the market prices of the securities should appreciate. Both companies are sound.

W. E., Ruthven, Ont. CITIES SERVICE, FORD OF CANADA "A" and GENERAL MOTORS are all quite attractive purchases, in my opinion, at current low prices for long term holding. I cannot say they will not go lower still, as anything is possible under present market conditions, but it is hardly likely that there will be any further decline of importance. Ultimately—say over a period of two or three years—these securities bought at present prices should give you a good profit.

J. W., Winnipeg, Man. While the near term outlook for WINNIPEG ELECTRIC is not very favorable I would advise holding rather than selling at the present time and accepting the severe loss that such a course would entail. A factor in the price decline is lower earnings from the Street Railway System and from the company's holdings in Manitoba Power Company, while another depressing factor is the generally weakened stock market situation. The situation should improve in both directions in due time, as soon as general business conditions take a turn for the better. When that happens, Winnipeg Electric common should sell higher.

C. A., Galt, Ont. Despite its excellent long term possibilities, I see very little reason for the purchase of BETHLEHEM STEEL common at the present time. Current conditions in the industry permit of but slight profit and only a gradual expansion in net income is likely during the early part of 1931. It is quite possible, of course, that final settlement of the legal controversy regarding the merger with Youngstown may cause some action in the stock, but it is also likely that the issue will fairly well reflect general market sentiment. I am inclined to doubt however that there will be any major recovery in the issue in the near future. I think that this stock will be a much better buy when definite evidences appear of a general resumption of normal business activities.

W. D., Thessalon, Ont. ALBERTA PETROLEUM COMPANY LIMITED, which I presume was the company in which you hold stock, was amalgamated with others in 1915 to form the ALBERTA PETROLEUM CONSOLIDATED LIMITED. This company, Alberta Petroleum Consolidated Limited, went into receivership several years ago. To the best of my knowledge the shares have no present value.

J. W., Kenora, Ont. INTERPROVINCIAL INDUSTRIES (CANADA) LIMITED is in the formative stage and its securities must consequently be regarded as quite definitely speculative at the present time. They will continue to be very speculative until such time as the company has demonstrated by actual operating results over a period of time that it has a real business and can produce satisfactory profits. Undoubtedly there are speculative possibilities in the development of Canada's non-metallic minerals, but whether or not Interprovincial Industries (Canada) Limited is in a position to carry through its plans to success only time will tell.

D. O., Toronto, Ont. While I think that DISTILLERS SEAGRAMS is not without attraction as a speculation at the present time, nevertheless I do not know of any reason which would cause any near term market appreciation in this stock. The distillers were quite badly hit, as you know, by the embargo on exports to the United States, but I understand that Distillers Seagram has been able to make fairly satisfactory arrangements to cure for this business. It has, also, very valuable connections in the Old Country and appears to maintain earnings satisfactorily.

J. P., Esquimaux, B.C. TOPLEY-RICHFIELD appears to have been handled in a businesslike way, under good direction. Reports from government sources are uniformly encouraging. What emerges from a study of this report is that an excellently equipped property offered rather unusual prospecting and developing difficulties. Good values in gold and some silver are reported but the problem has been to outline a tonnage proposition. I assume operations stopped for lack of capital. The property will probably have another test when money conditions are easier. The claims, judging by government reports, are certainly worth holding. The plant and the claims are the assets at this writing.

B. T., Bridgetown, N.S. In my opinion common stock of CANADIAN PACIFIC RAILWAY is currently an attractive buy, both for yield and possibility of appreciation. The stock is selling as you know, to yield over 5% and despite the fact that the company's earnings have naturally reflected the business depression, I think that this is an excellent stock to buy for long term holding. Canadian Pacific is so definitely linked up with all major Canadian activities I believe that anyone who thinks Canada is going to go ahead, as I do, might well buy C.P.R.

O. M., Chula Vista, Calif. For information concerning the IMPERIAL CANADIAN TRUST COMPANY, in liquidation, you should write to the Winnipeg office of the Montreal Trust Company, which was appointed liquidator.

C. J., Cornwall, Ont. I would suggest that you communicate with the Toronto Office of the London and Western Trusts Company with respect to your bond of QUEEN'S PARK PLAZA LIMITED. This building, as you possibly know, was never completed and operations have been at a standstill for over a year. I understand that the situation at present is that there is litigation as between the bondholders, and certain individuals who possess liens on the property. The courts are being asked to decide as to the

priority of these claims. Upon settlement of the issue I understand that it is likely that the London and Western Trusts Company will endeavor to sell the property and make a distribution to the bondholders. At the present time it would appear that this distribution would be only a small proportion of the face value of the bonds. Incidentally, the United Bond Company Limited, which sold the first mortgage bond issue, is in liquidation itself.

D. O. H., Toronto, Ont. I would add to WAITE-ACKERMAN. Ore position has improved, the company has \$500,000 in cash, preparations are being made to increase output, there is only a very small public stock holding. TREADWELL YUKON has been disappointed in its 1,500 foot level work.

J. B., Kitchener, Ont. UNITED STATES RUBBER COMPANY'S income showing will be worse for 1930 than for 1929 because of smaller business for the entire industry. Even at current low prices I do not think that the common stock is cheap in relation to the outlook for near term results. I think this stock should be held only for long pull holding and on evidence of general business recovery. A deficit for 1930 is assured but its size cannot be estimated because of the uncertainty of the extent of year-end inventory losses through sharp declines in prices of raw materials. The first six months revealed a deficit of \$3.69 per common share as against a loss of \$1.40 a year earlier, and adverse conditions throughout the second half year will mean still further losses for the full year. The company experienced a loss last year before depreciation and extraordinary expenses due to reorganization of operations, equivalent to \$3.16 per common share as against a 1928 share deficit of \$2.95. The company's business is now improving faster than that of the industry as a whole, and new equipment contracts for next year promise to add some 3,000,000 tires to sales volume, but a forecast as to whether any net on the common stock can be shown in 1931 must await general developments within the industry.

W. R., Toronto, Ont. Despite the fact that GENERAL MOTORS is an excellent stock for long term holding, nevertheless I see no reason to rush in and buy at the present time. While I think the stock will eventually command higher prices nevertheless the outlook is such as to make any advance unlikely during the near term. Not until a real expansion of earnings is clearly indicated do I look for much action on this stock. Until such is in evidence I think that purchases, except at further recessions and purely for long-term holding, should be postponed.

J. E., Montreal, Que. I would not recommend that you sell your Class "A" stock of QUEBEC TELEPHONE AND POWER CORPORATION at the present time and take a loss. While the company has experienced some falling off in earnings, nevertheless, it does occupy a strategic position. The last earnings figures available, those for the year ended December 31st, 1929, shows net income of \$41,821 or \$1.17 per share on the Class "A" stock. The fixed charges of the company were earned 2.77 times. Dividends of \$1.60 per Class "A" share were paid during 1929, but with the quarterly payment in April, 1930, the rate was cut to 80c a share. No payments have, as yet, been made on the "B" stock. Since the amount of both "A" and "B" stocks sold to the public was comparatively small, no particularly active market exists for it at present. I think that you should, at the very least, retain your stock until earnings figures for 1930 are available, and then you will have figures covering two full years of operation on the basis of the present set-up. This should enable you to judge fairly well what the future prospects of the company may be.

N. B. G., Ingersoll, Ont. I presume your letter refers to the investment certificates of the ROYAL TRUST COMPANY. These are a perfectly sound investment, as the Royal Trust Company is one of the leading concerns of its kind in Canada and is in a strong financial position.

C. A., Montreal, Ont. WRIGHT HARGREAVES at \$1.70 was a buy. It is now around \$2 a share. The prospects for improvement are fair, with the five cent quarterly dividend practically assured. The mine is shaping up well and increased income with raise in profits is in prospect. At \$2 a share you are fairly well assured of 10% on your money. As the interest in gold stocks is increasing there remains possibility of speculative profit.

F. R., London, Ont. Your sister shows more sense than a good many people when she recognizes that the fact that stock salesmen have to go out into the country to find buyers suggests the need for caution. That is perfectly true, and it applies to all classes of offerings that are peddled from door to door in the country districts. If your sister buys stock in any company, I would suggest that she confine her selections to issues listed on the Toronto, Montreal and New York stock exchanges.

R. M., North Portal, Sask. I would not advise a purchase of stock in the GRAPHIC PUBLISHERS LIMITED. The earnings power of the company has not been demonstrated and the stock is highly speculative and of low marketability.

H. G., Kitchener, Ont. TOWAGMAC is a well financed and directed organization which has been halted in its mining plans by the decline in lead and copper. The Aldermac property is interesting from the viewpoint of tonnage developed and for its sulphide content, the copper values being low. The Lake Geneva subsidiary looks like a small mining proposition in lead and may not amount to a great deal. Your purchase price represented a lot of market enthusiasm, as well as values, at a time when base metals were high in price and eagerly sought. You will have a long wait for an opportunity to equalize.

E. B., St. Catharines, Ont. Although quotations on ATLANTIC SUGAR REFINERIES preferred and common have improved fairly substantially lately, the increase seems to be fully justified by the improvement in the company's position that has been taking place for some time past and I think it quite likely that you will get still better prices by waiting. Earnings of the company for the current year will reveal, I believe, a decided improvement over last year.

A. D., Walkerville, Ont. The firm that took over DUPRAT is ALLIANCE MINING AND INVESTMENT COMPANY, Blackburn Bldg., Ottawa, Ont.

J. W., New Waterford, N.S. At current quotations around 5 for WILLIS OVERLAND the issues appear to be fully discounting the adverse factors in the current and near-term prospective situation. If this view is correct, there should be little further recession in price, even upon publication of an unfavorable 1930 earnings statement. The third quarter deficit of \$2,581,000 far more than offset the small profit shown in the first six months and resulted in a net loss of \$2,429,000 for the entire first nine months of 1930. Willis Overland earnings dropped very sharply last year, particularly in the Whippet line, which until 1930 had been among the leading models in point of unit sales. The company's working force has been increased in recent weeks, partly as the result of new business and also because of activity in connection with new models. However, I see little reason at present for feeling that there will be an important increase in the near future in demand for the company's product, and think it likely that profits will be low for quite an extended period.

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Each inquiry must positively be accompanied by the address label attached to the front page of each copy of Saturday Night sent to a regular subscriber, and by a stamped, self-addressed envelope.

Each letter of inquiry should refer to one company or security only. If information on more than one company or security is desired, the sum of fifty cents must be sent with the letter for each additional company or security inquired about. If such additional inquiries relate to mining or insurance matter, they should be written on separate sheets of paper.

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Township of Sandwich West, 5½% ..... Due February 1, 1937.	98.49	5.75%
Montreal Tramways Co., 5% ..... Due April 1, 1935.	93.50	5.48%
National Light & Power Co., 6% ..... Due November 1, 1939.	100.00	6.00%
Architects Bldg., Montreal, 6% ..... Due May 1, 1945.	98.00	6.20%

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Orders may be telegraphed at our expense.

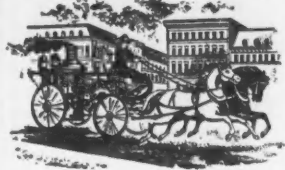
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# Concerning Insurance

## Are Auto Rates Too High?

Royal Commission Finds 1929 Rates Excessive, But Companies Show They Lost Money on Them

By GEORGE GILBERT

EXTREME competition between insurance companies for automobile business during the period from 1923 to 1927 forced premium rates in Ontario down to a point below cost. In 1928 a successful effort was made to get the bulk of the companies together in the tariff organization, the Canadian Automobile Underwriters Association, so as to effectively deal with the situation, and in 1929 drastic action was taken to put the rates back to a profitable level. The rates of tariff companies for public liability and property damage coverage were increased 50%; the rates for collision coverage were increased 25%, while the rates for fire and theft coverage were not altered. The rates of non-tariff companies were likewise increased in about the same proportion. Thus the new rates for private and commercial cars put into effect on February 1, 1929, represented an average increase of about 31% over the rates previously charged.

This substantial upward revision of rates did not meet with public approval, and many protests were made by those called on to pay the extra charges. As a result, the Ontario Government appointed Hon. Mr. Justice Frank E. Hodgins, of the Appellate Division of the Supreme Court of Ontario, as a Royal Commissioner to enquire into and report on the reasonableness of automobile insurance rates in the Province, the methods and practices of the Canadian Automobile Underwriters Association, the existing laws in Ontario in relation to the supervision and control of rates in the Province, and any other matter which, in his opinion, required investigation.

While the Royal Commissioner was appointed February 8, 1929, his final report was only released on December 30, 1930, so that the investigation has stretched out over quite a lengthy period. An interim report, however, was made on March 3, 1930, dealing with the question of compulsory insurance and safety responsibility laws, statistical records of insurance companies, and the regulation of insurance rates. In accordance with the recommendations in the report, the Highway Traffic Act and the Ontario Insurance Act were amended by the enactment of the financial responsibility law for motorists and of new provisions relating to statistical records and rate regulation in the Insurance Act.

In his final report, the Commissioner points out that the primary question before him was to determine whether the rates put into effect in February, 1929, were reasonable. At the outset of the enquiry, he ruled that the onus was upon the insurance companies to justify the increased rates. This they set out to do, and submitted a lot of material but owing to the fact that companies writing a large proportion of the business were unable to produce the loss cost data regarded as necessary by the Commissioner, the enquiry was delayed many months while these companies compiled their experience on the basis prescribed by the Commissioner.

On the standard adopted by the Commissioner for determining whether rates are reasonable or not, he finds that the rates adopted in 1929 were unreasonably high and were not properly deduced from the experi-

ence which the companies then had, and are not justified by the later and detailed experience submitted during the enquiry. He also finds the provision for expenses in private car and commercial rates generally not justified. This provision is 50% of the gross premium rate, and the Commissioner finds no adequate or sound reason why this should be in excess of 45%. Judged by his standard for measuring rate reasonableness, he finds that the 1929 rates for private passenger cars, as fixed by the C.A.U.A., were excessive to the extent of \$654,318.

This does not mean that the companies made excess profits to that extent on their 1929 rates, or that they made any profits. As a matter of fact, the actual losses of the tariff companies in that portion (about 60%) of the policy year 1929, for which completed figures were available, exceeded the loss provision in the premiums charged in that year of \$255,210, while the actual losses of the non-tariff companies in the same period exceeded the loss provision in the premiums by \$276,700. As has been pointed out on behalf of the insurance companies, these figures were verified and admitted by the Actuary for the Commission, but they are not dealt with in the report of the Commissioner. Though the figures for 1929 are only 60% complete, there is no reason to suppose that, when the results for 1929 are finally complete, the deficiency shown above will be overtaken.

It is questionable whether the reasonableness or unreasonableness of insurance rates can be satisfactorily determined by fixing any arbitrary or theoretical standard of measurement. Instead of judging them by actual results obtained under them, and in this respect the insurance companies have good grounds for taking exception to this finding in the report.

On the whole, however, the work of the Royal Commission has been of great value. It has done much already to clear the air, and to place automobile insurance on a sounder basis; and the public should continue to reap further benefits from it in the years to come.

Insurance companies are undoubtedly giving serious consideration to the various findings and recommendations of the Commissioner. On one point especially they will be well-advised to lose no time in taking action, and that is, in revising the expense element in the premiums and setting it down to at least 45% of the gross premiums. By doing so, they will largely remove any grounds for further governmental regulation of their business.

## Government Insurance Proposed for Canadian Mariners

ACCORDING to a notice of motion by General A. E. Ross, Conservative member for Kingston, Ont., the House of Commons will be asked at the next session to declare in favor of the Government providing insurance for mariners on Canadian boats during the stormy season from November 1st to the close of navigation.

The wording of the resolution is as follows: "That the continuation of navigation after November 1st each year has exacted a great toll in the lives of our mariners, and while this dangerous period of navigation is continued as a national necessity and is yearly undertaken by a courageous marine body, this House deems it the duty of the Federal Government to provide insurance for each mariner on Canadian boats from November 1st to the end of navigation."

## United Firemen of Philadelphia Licensed in Canada

A DOMINION license has been issued to the United Firemen's Insurance Company of Philadelphia authorizing it to transact in Canada the business of fire, sprinkler leakage, tornado insurance, insurance against damage to property of any kind caused by the explosion of natural or other gas and insurance against loss of, or damage to, property other than growing crops, by hail. Mr. J. B. Patterson, Montreal, Que., has been appointed Canadian Chief Agent.



MANAGER FOR N.S.

B. Cloyne Higgins, District Manager of the Great-West Life Assurance Company, London, whose appointment as Manager of the Province of Nova Scotia, has been announced. Mr. Higgins assumed his new duties at Halifax on the first of the year.

## INSURANCE INQUIRIES

Editor, Concerning Insurance:

Under the new Road Traffic Act in England, which makes automobile liability insurance compulsory, can the motorist secure insurance from the Government if he cannot get it from an insurance company? Have the insurance companies raised their rates for this class of cover? Do you know what commission the agent receives for this kind of business?

—L. H. J., Hamilton, Ont.

There is no provision for obtaining insurance from the Government, so that if the motorist cannot produce the insurance certificate of an insurance company, or cannot put the equivalent security, he cannot obtain a license and so will have to stay off the road.

No increase in rates by insurance companies has taken place, as they have agreed not to increase rates until the law has been in force long enough to show by experience whether any change in the premium charge is required.

As regards the commission to be paid agents for this class of business, it has been announced that in the case of private car, commercial vehicle and motor cycle policies restricted to the cover required by the Act, the commission allowed by the tariff companies will be at the rate of 7½ per cent. of the premium. As from January 1, 1931, the commission on motor cycle policies, which include, amongst other benefits, the cover required by law, will be reduced to 10 per cent. in respect to all new and renewal premiums.

With regard to private car and commercial vehicle policies not restricted to the cover required by the Act, but including that coverage among other benefits, there will be no change in the present commission rate, which is 15 per cent.

It is also announced that in addition to the usual comprehensive and third-party policies now issued, the companies will be prepared to grant an alternative form of policy, covering the statutory third-party liability only. For this type of cover, the following discounts will be allowed off the ordinary third-party rates of premium: Private cars, 15 per cent.; commercial vehicles, 15 per cent.; motor cycles, 10 per cent.

Editor, Concerning Insurance:

In almost every instance where you have made mention of the Canadian Hardwood & Implement Underwriters, you say that "they operate on the plan of charging tariff rates and returning at the end of the year by way of dividends or refunds, what is not required for losses and expenses."

So far as charging tariff rates is concerned, this company has been operating in this locality for several years charging in the first instance less than non-tariff rates. If this condition is their general rule everywhere and they pay back good dividends each year, either they are riding to a fall or Board and non-Board Companies are making fine incomes and the Government returns in showing their earnings must be faulty.

The question has often occurred to me as to what would be the position of an assured written at these low rates in the event of a loss. Would he be called upon to bear part of the loss as in life insurance when the age is incorrectly given, or would he receive his full loss?

—H. F., Cloverdale, B.C.

I have had other instances where less than tariff rates were said to be charged by this agency, brought to my attention, but in the main I find that the insurance written is at regular tariff rates.

The three companies whose policies are sold by this agency did not make any money in Canada in 1929, but the usual dividends were paid to policyholders. They transacted a

## The Protective Association of Canada



Established 1907  
Assets \$348,403.50, surplus to policyholders \$157,457.70

The Only Purely Canadian Company  
Issuing Sickness and Accident Insurance to Members of the Masonic Fraternity Exclusively.

Agents in all Principal Cities and Towns in Canada.

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WELLINGTON FIRE INSURANCE COMPANY Established 1840	Assets \$ 942,411.00
FEDERAL FIRE INSURANCE COMPANY OF CANADA Established 1922	Assets \$ 768,345.91
MERCHANTS FIRE ASSURANCE CORPORATION OF NEW YORK Established 1910	Assets \$14,892,547.00
STUYVESANT FIRE INSURANCE COMPANY Established 1850	Assets \$ 5,291,724.00
PACIFIC FIRE INSURANCE COMPANY Established 1851	Assets \$ 7,013,848.00
NEW JERSEY INSURANCE COMPANY Established 1910	Assets \$ 4,409,681.00
MILLERS NATIONAL INSURANCE COMPANY Established 1865	Assets \$ 5,690,297.00
LUMBERMEN'S INSURANCE COMPANY Established 1873	Assets \$ 5,101,514.02
STANSTEAD AND SHERBROOKE FIRE INSURANCE CO. Established 1835	Assets \$ 853,128.00
COSMOPOLITAN FIRE INSURANCE COMPANY, NEW YORK Established 1911	Assets \$ 2,684,610.00
AMERICAN AUTOMOBILE INSURANCE COMPANIES Established 1911	Assets \$14,881,526.06
LOYDS CASUALTY COMPANY Established 1882	Assets \$ 5,492,697.00

Applications for Agencies invited and brokerage lines solicited from agents requiring non-board facilities.

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The Great-West Life now offers a plan that provides complete family protection at a rate that will not strain the smallest of incomes. It is called the Minimum Cost Policy... a policy which safeguards your dependents from every financial care. Yet the cost to you is only a few cents a day.

## The Great-West MINIMUM COST POLICY

enables you to carry more insurance than would be possible with any other form of life plan. A man, age 35, for example, may obtain \$10,000 of insurance by investing less than 51c. a day.

Premium Rates Per \$1,000 of Insurance			
Age	Premium	Age	Premium
25	\$13.80	40	\$22.35
30	15.80	45	27.50
35	18.55	50	34.40

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Without obligation please mail complete details of your Minimum Cost Policy  
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THE GREAT-WEST LIFE ASSURANCE COMPANY  
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Everything but Life Insurance—Agency Correspondence Invited.  
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profitable business as a whole, however, and increased their surplus over all liabilities. They occupy a strong financial position, and are accordingly safe to insure with for the class of insurance transacted.

With regard to the position of an insured, with a policy written at less than tariff rates, in the event of a loss, there could be no scaling down of the claim on that account, because if the companies accepted the risk at those rates they would be estopped from doing so. There is no warranty by the insured that he is paying board rates, so far as I know, nor is there any agreement that he will accept less than the full amount of his loss in case of a claim.

Editor, Concerning Insurance:

Re: Fire Insurance Companies:—  
Would you kindly give me some information regarding the two following named companies, re their standing financially etc., and if they are good safe companies to insure in: Wellington Fire Insurance Co., Pacific Fire Insurance Co.,  
They insure under the Quebec Insurance Agencies Limited, Montreal, P.Q.

Do these companies come under the Canadian Fire Underwriters' Association, or are they non-tariff?  
Are these companies from the U.S.A.? They have a risk on the Union Church property. There is no local agent here. It seems they drifted in here March, 1929, and made some reduction in the rates.

J. M. S., Farnham, Que.  
Both the Wellington Fire Insurance Co. and the Pacific Fire Insurance Co. are non-tariff companies, as they do not belong to the C.F.U.A. The former is a Canadian company, and the latter a United States company. Both are regularly licensed and have deposits with the Government for the protection of policyholders. The Wellington has a deposit of \$100,000, and the Pacific a deposit of \$250,000.

## The New Industrial Revolution

(Continued from Page 21)

over-capacity, unless it can be controlled in some way, brings excessive competition, weak selling, and a generally unstable situation.

From such a set of conditions came a form of co-operative action of the past few years shows that these first attempts took the form of unsuccessful price-fixing schemes, out of which grew tighter and stronger combines, which at first were not possible owing to the diverse interests of a large number of producers.

The United States has had almost forty years' experience of attempts through the law and the courts to prohibit and punish monopoly and to maintain a system of competition which, it was believed, would alone bring fair-play to the final consumer, and whilst the enforcement of the anti-trust Acts has at times been necessary they have failed to achieve the purposes for which they were intended. The position today is decidedly anomalous, for a gigantic combine such as United States Steel or the International Harvester Company may, as a unified combine, control one-half to three-quarters of its industry, and still be regarded as legal.

The obsolescence of the anti-trust laws is proved in the exceptions that are now being made in special cases. Export associations are exempt, as are agricultural societies, and the latter, with the aid of the Government, are striving to maintain the prices of wheat and cotton. Banking mergers are permitted, and there is strong agitation to allow some measure of output control in coal, oil, and lumber. Now that the rapid expansion of certain industries has ceased the need for the control of production is even more urgent.

Industrial reorganization has been in great evidence in the older established industries in Europe during the latter years of this decade in the forms of groups, cartels, and amalgamations. When industrial combinations utilize a monopoly position to exploit the consumer then they are definitely harmful. Even where definite exploitation is not present, mere amalgamations, however complete their control, may be entirely lacking in the fundamental elements of economic efficiency and public benefit. Much more than mere amalgamation is necessary, and it is this additional effort which gives both its meaning to and is responsible for the significance of rationalization. An excellent definition of rationalization is that supplied by the late Lord Melchett of Imperial Chemical Industries, Limited. He wrote:

"Basically rationalization is simply the rational control of industry to ensure that as far as possible you do not produce more than your market can absorb. . . . It means the closing down of obsolete plant and machinery and of unprofitable mines and factories and the allocation of production to those mines and factories most favourably situated and

Assets of the Wellington at the end of 1929 totalled \$501,087.13, while liabilities except capital amounted to \$185,014.91, showing a surplus as regards policyholders of \$316,072.22. The paid up capital was \$150,000, so there was a net surplus over paid up capital and all liabilities of \$165,071.22.

Assets of Pacific Fire in Canada were \$325,203.79, while its liabilities here amounted to \$194,804.62, showing a surplus in this country of \$130,399.17.

Accordingly, both companies are in a sound financial position and safe to insure with.

Editor, Concerning Insurance:

Within the next few weeks I have a \$4,000 life insurance policy maturing. I have an idea to cash in and invest in securities paying an assured dividend, using the dividends as premium on a new policy maturing in 15 years, which will be about the end of my wage earning period.

Do you think this a sound idea? If so, could I draw on your valuable judgment for a suggestion as to the securities to select.

—L. H. R., Moncton, N.B.

If the life policy you have maturing is an endowment policy, it would be advisable in my opinion to leave the proceeds with the insurance company at interest, if the interest rate allowed is five per cent, or better, rather than take the cash and invest in stock market securities at the present time.

If your policy is not an endowment, it would be more profitable to take a paid up policy rather than the cash value, as in that way you get the most for your money. As you are evidently still in need of insurance protection, it would be more costly to start paying for another 15-year policy at your present age than it would be to hold on to your present policy as a paid up contract.

equipped. It involves the use of every labour-saving and every fuel and power-saving device which, together with the elimination of every unnecessary link in the chain of distribution, results in a vital saving in the ratio of costs to output. It means concentration on scientific research . . . the scrapping of obsolete equipment. In the purchasing of raw materials, in transport, and in the chain of distribution and merchandising it means unification and centralization, with all the corresponding economies and enhanced efficiency."

Rationalization has not always yielded immediate profits. It is the consolidation that places an industry in a much better position to work profitably and it does not always mean a displacement of labour. In Germany it has covered the whole field of basic industries: coal, iron, steel, electricity, and chemicals are outstanding examples of industries which have rationalized with a great measure of success. The German Dye Trust increased the number of its workers in its chemical works in four years, January, 1925, to December, 1928, by 36 per cent., bringing the total to 114,200.

France also has followed the principles with marked success. Great Britain dropped behind Europe but has rapidly come to the fore with the reconstruction of the cotton, coal, steel, and non-ferrous metal industries. The latest development is in the flour-milling industry, which has long been burdened with a productive capacity which it had no reasonable expectation of employing fully. It has acted in a manner similar to the shipbuilding trade—buying and closing down redundant mills and concentrating production on a small number of units which would be able to work at or near full capacity to reduce their costs. A pensions scheme has been inaugurated and financial assistance is given to displaced workers, although more attention and money is being devoted to assist these men to obtain work in other industries.

Methods on this continent have been somewhat different. American industry has increased its efficiency by mergers, by investing in the latest plant and equipment, by scrapping obsolete machinery, and by a great extension of research. During the last few years we in Canada have been compelled to adopt some measure of control in the pulp and paper industry but it cannot be said that other industries have been guilty of surplus productive capacity. The difficulty has been, under the regime of the last Government, to compete with the surplus production of other countries that has been dumped in our ports.

The time is now ripe—personally, I think it is the greatest opportunity of this century—for a further application of rationalistic principles to Canadian industries, for development and expansion along the lines which will guarantee profitable trading and which will further consolidate Canada's industrial position, in fact and reality, in the eyes of the world.

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Insurance in force ..... nearly \$200,000,000.00  
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JOINS NICKEL BOARD

E. W. Beatty, K.C., Chairman and President of the Canadian Pacific Railway, has been elected to the Board of Directors of the International Nickel Company of Canada, Limited, in place of the late Lord Melchett.

## A SYSTEM AT FAULT

World Economic Machinery Not Working Properly in  
Exchange of Goods

By LEONARD J. REID

Assistant Editor of The Economist, London

THE present trade depression with its unemployed men, unemployed capital and falling prices and falling profits is world-wide and is engaging the attention of thinking people in all countries. In describing the present slump as world-wide, a word of apology is due to primitive and isolated people and in deference to them it should be acknowledged that in the 20th century perhaps they alone have avoided the present economic debacle.

But with other human beings, the higher their civilization the greater their present malaise. Quite recently Sir Arthur Salter and Mr. Arthur Loveday, both of the Economic Section of the League of Nations, and also Mr. T. W. Lamont, and the International Chamber of Commerce have, through different media, conveyed to the public their views on the present economic distress. They do not agree on all points, but they agree on some, and there are two things on which they are all apparently agreed.

First, that an essence of the present trouble is a disequilibrium which has come about in the last few years as between different kinds of producers, and secondly the machinery by which they effect the exchange of goods and services is not working properly.

It may be said that prior to the slump there was an equilibrium between the output of rubber, wheat, coffee, cloth, iron, rails, boots, electric lamps and so on. Then the equilibrium was changed, more of one thing was being produced than of the other, some things relative to the others became more plentiful (and eventually cheaper), other things did not become plentiful in the same proportion (and thus became relatively dearer). The disequilibrium produced the crisis which a monetary and financial crisis accentuated.

The disequilibrium (and the consequent altering of price levels) was most apparent as between producers of raw materials on the one hand and producers of manufactured goods on the other. This discrepancy

has been widened by the fact that the producers of abundant raw material have wanted to exchange their surplus stocks against "luxuries," bicycles, books, gramophones, personal services and so on, few of which consumed a large proportion of primary material. Thus the agricultural countries have had much to sell, but there has been very little increased absorption of their raw materials.

This excess of certain goods over others is usually described as over-production. There is, however, usually nothing to prevent those who have over-produced giving more of their goods in exchange for the same quantity as hitherto of other goods, that is, reducing prices, but owing to a number of fixed or semi-fixed costs of production, such as wages, debentures and some form of taxes, a loss in trading occurs. It is the fixed elements in an otherwise changing condition which makes the re-establishment of equilibrium so difficult, and results in lower profits and unemployment.

Over and above this rigidity there is a failure of the machinery of exchange to alleviate the position. One of the commodities which has not been over-produced, and has, therefore, become relatively more valuable than other commodities, and exchanges for more of them, is gold.

Not only is the volume of gold produced relatively scarce, but what gold there is available is badly and unevenly distributed between different countries of the world, thus further diminishing the application of gold to its use of assisting exchange of goods and services. The price of silver, on the other hand, has fallen to abnormally low levels, thus reducing the purchasing power of the vast Eastern markets.

With a readjustment of the proportion of agricultural, and to some extent of mineral output to manufactured goods, the two sets of producers are reluctant to admit their new position vis-a-vis one another and in the confusion that arises they add to the trouble by resorting to tariffs to "protect" some commodities and restriction of output to "protect" others and both sides add artificial barriers to what are already difficult natural barriers to exchange.

The resulting situation is such that learned economists have now joined social agitators in pointing to poverty in the midst of plenty, not in a city or state alone, but throughout the world, and deplore a system in which, during certain periods, men become poorer simultaneously with their ability to produce more wealth.

It is conspicuous that nearly all methods of economic control are devised for an industry within itself, while it remains equally conspicuous that the trouble lies not merely in disorganization within industries, but in the disorganization as between industries vis-a-vis one another. But at present the evidence of reciprocal agreements between producing industries and consuming industries is scanty.

Industries are at no loss to know how to produce but they are at a loss to know how much to produce and how to exchange what they produce. Dirt, it has been said, is matter out of place. In the interdependent world of to-day, highly organized for production, it may perhaps be said that poverty is wealth out of place, not merely nationally, but internationally.

## W. H. BOSLEY AND CO.

ARE PLEASED TO  
ANNOUNCE THAT

MR. HAROLD E. ROBINS  
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TORONTO REAL ESTATE  
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28 ADELAIDE ST. W.,  
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JANUARY 2, 1931.

WAVERLEY  
1031.

WE ANNOUNCE OUR RETIREMENT FROM  
STOCK EXCHANGE BUSINESS.

Our marginal business has been transferred to  
**APPENZELLAR, ALLEN and HILL.**

MEMBERS  
New York Stock Exchange  
New York Curb Exchange (Associate)  
New York Produce Exchange (Associate)  
Effective January 2, 1931.

**PELLATT & PELLATT, LTD.**  
The Star Building, 80 King St., West, Toronto

We are pleased to announce the appointment of  
**COLONEL REGINALD PELLATT**  
as Manager of our  
TORONTO OFFICE

As of January 2nd, our offices will be located in  
**The Star Building, 80 King Street West**  
(Formerly the office of Pellatt & Pellatt, Ltd.)  
Telephone: Elgin 8322

Our office at 200 Bay Street is discontinued.

**APPENZELLAR, ALLEN & HILL.**

MEMBERS  
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55 Broadway New York

## CANADA'S PROGRESS IN GOLD MINING

CANADA is the only important gold-producing country which is expected to increase its output of gold during the next decade.

Since 1915 U.S. production of gold has dropped from 101 million dollars to less than 44 millions, while Ontario has advanced from 8 millions to 33 millions.

## JANUARY MARKET LETTER

In an article on gold production, indicates how the industry in this country, despite the depression, is forging ahead. A copy will be sent on request.

## JOHNSTON AND WARD

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ROYAL BANK BUILDING, MONTREAL

Members: Montreal Stock Exchange, Montreal Curb Market, Toronto Stock Exchange, Winnipeg Grain Exchange, Chicago Board of Trade, New York Curb (Associate)

## Investment Opportunities

Experience indicates the wisdom of investing in fixed-income securities under conditions such as now exist. Government and municipal obligations, and public utility and industrial mortgage bonds, give an appreciably higher average yield than is to be expected when business is normal. Current prices also afford opportunities for profit beyond what is usually anticipated from investments of this type.

The January issue of our publication *Investment Recommendations* contains helpful information on a wide range of sound securities. A copy will be sent you free upon request.

## Royal Securities Corporation

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Offices in principal cities throughout Canada



## Telephone Securities

First Mortgage Bonds of well established telephone companies represent one of the soundest investments in the public utility group.

British Columbia Telephone Company has been in successful operation for over 30 years and now ranks as the second largest telephone company in Canada.

The Company's 5% First Mortgage Bonds are an exceptionally attractive investment, yielding over 5.30% at 95½ plus interest and transfer tax.

Descriptive circular upon request

## W. C. PITFIELD & COMPANY

235 St. James Street, Montreal

TORONTO OTTAWA QUEBEC LONDON, ENG.  
VANCOUVER SAINT JOHN HALIFAX



# BUSINESS CYCLES PERSIST

Cause of Variation Not Due To Extraneous Factors But To Normal Commercial Processes

IN SPITE of the disappointment occasioned by recent reports, business opinion clings to the view that 1931 will witness marked improvement. Although definite predictions are unusually scarce, there seems to be a fairly general tendency to place the probable date of recovery somewhere in the first half of the year. The only point on which there is a virtual unanimity of opinion is that the revival will be a slow and irregular process, particularly in its early stages. This, says The Guaranty Survey, published by the Guaranty Trust Company, is in line with past experience. It is only after such irregularity has persisted for some time that confidence becomes general and the upswing proceeds at a fairly steady pace.

The past year has been a difficult one, but it has demonstrated certain truths that can be used to advantage in the future. One of these is that neither our industrial nor our financial organization has been developed to a point where it provides any assurance against the major economic depressions with which students of business history have long been familiar.

Now that the depression has come, it is easy to see the fallacies of the "new era" philosophy that had such a wide vogue in business circles in 1928 and 1929. It must be remembered, however, that the preceding twenty years had brought numerous changes of a far-reaching and fundamental nature, which lent a certain degree of plausibility to such theories.

During that period, the U.S. Federal Reserve system had come into existence, with its pooling of bank reserves, its elastic note circulation, and its more economical use of gold. Business integration had proceeded very rapidly, and with it had come a volume of statistical information concerning the state of business which, while very far from complete, was immeasurably in advance of anything that had been available before.

Labor had come to occupy a much more favorable position in the distributive system than it had previously enjoyed. And the general public had become investors in American industry, partly because of the greater earning power and saving power of the working man and partly because of the experience of the masses of the people with Government war finance.

Yet these influences and numerous others that might be mentioned failed to prevent a reaction comparable in scope and magnitude to any of the great business depressions of the past. It is true that there has been no general money panic such as frequently occurred in connection with past recessions. The credit for this relief in the U.S. belongs partly to the Federal Reserve system and partly to the abundance of gold in the United States. But there can no longer be any doubt that business itself is as subject to major depressions as it ever was, and that it has earned no im-

truths are by no means new discoveries, but they are too often forgotten or ignored by business men in the excitement and exaggerated expectations of prosperity and the equally overdrawn pessimism of depression.

It is true in the present instance, as it has invariably been in the past, that the situation is aggravated by numerous random influences, one or more of which have been regarded by certain commentators as the fundamental causes of the depression. One of those most frequently mentioned is the over-production and price depression in several international commodities due to unsuccessful governmental attempts to control production, prices, and markets.

Coffee, rubber, and sugar are the three now almost classical examples of the unwisdom of such schemes, though numerous others might be

prosperity and that ultimately transform the prosperity into depression is not known. It is commonly said that over-production lies at the root of the trouble.

But this expression must be used with great caution. There has been in recent years, for example, over-production of numerous raw materials, as the phrase is popularly understood; but as long as a large proportion of the people of the world need or desire more of the commodities made with these raw materials than they will ever be able to buy, it is clear that the application of the word "over-production" to the existing situation requires a good deal of qualification. "Under-consumption" is probably a somewhat more accurate phrase, but even this merely describes the symptom without explaining the cause.

Furthermore, the lack of balance between output and consumption is only one of many aspects of the problem. Financial, as well as industrial, maladjustments arise; according to some authorities, it is in the financial situation that the really basic difficulties must be sought. It is equally obvious that psychological factors which we neither understand fully nor can control adequately enter into these situations with varying degrees of influence.

These considerations show how imperfect is our knowledge of the economic forces that cause fluctuations in business activity and in the other conditions that combine to produce what we call business cycles. But these cycles, while by no means absolutely periodic, are regular enough to suggest very strongly that their causes lie primarily within the normal business process itself, and not in such



HEADS ORGANIZATION

Frank Kennedy, President of Canadian Rail and Harbor Terminals, Ltd., who has been elected President of the Toronto Transportation Club. Mr. Kennedy was formerly Manager in Toronto for the Bell Telephone Company.

extraneous factors as wars, revolutions, legislative enactments, and natural catastrophes.

## Imperial Tobacco

IMPERIAL TOBACCO Company of Canada, Limited, and The Tuckett Tobacco Company Limited have simultaneously made announcements of changes in their organizations.

Earle Spafford, Vice-President and Director, in charge of sales of The Tuckett Tobacco Company Limited has been elected Director and Sales Manager of Imperial Tobacco Company of Canada, Limited, with headquarters in Montreal, and T. H. McGuire, who for some time has been Sales Manager of Imperial Tobacco Company of Canada, Limited, has been elected Vice-President and Director, in charge of sales of The Tuckett Tobacco Company Limited, with headquarters in Hamilton.



CHANGE IN OLD FIRM

Organized in 1866 and handed down from father to son for three generations, one of the oldest financial firms in Canada passes with the acquisition by Appenzeller, Allen and Hill, members of the New York Stock Exchange, of the marginal business of Pellatt & Pellatt, Ltd. Col. Reginald Pellatt (above), most recent head of the firm, becomes manager of the Toronto office of Appenzeller, Allen and Hill.

named. Another contributory cause is the gradual decline in the world level of commodity prices, which can be logically regarded, first, as a continuation of the post-war deflation; second, as a result of the mal-distribution of existing gold stocks; and third, perhaps also as a consequence of the disparity between the rate of increase in gold reserves and the rate of growth in the physical volume of trade.

Still another adverse factor is the collapse in the price of silver, with its disastrous effects on the purchasing power of nations on the silver standard. A fourth is the so-called "technological unemployment" due to industrial innovations that have substituted machine power for man power.

A fifth is the political unsettlement that existed in some countries even before the advent of depression and that has been heightened by economic difficulties during the past year. A sixth is the curtailment of the free movement of commodities across international boundaries by tariffs and other restrictions. A seventh is the distress in many farm communities resulting from crop destruction by the drought of last summer.

All these conditions have played their part, and most of them are very important aggravating factors. They are not, however, the fundamental causes of the depression.

Even if they had been absent, the world's business would have had to go through a corrective process necessitated by the inflation and over-expansion that developed between 1922 and 1929. The exact nature of the forces that are set up during a period of



FORMS NEW FIRM

Kenneth A. MacPhadyen, who has announced the formation of the Brokerage House of K. A. MacPhadyen & Co., Toronto.

munity from the effects of excesses and had management and the natural operation of economic law.

Another conclusion suggested by the events of the past year is that public agencies, aside from the exercise of their normal administrative functions, are virtually powerless to affect the course of business. A third is that easy money alone can neither prevent economic stagnation nor bring about revival.

A fourth is that depressions have their origin in the preceding periods of over-expansion and inflation which are falsely termed prosperity, and that little progress can be made in avoiding these upheavals until business becomes sufficiently well organized, far-sighted, and wise to forego the tempting possibilities that always present themselves in prosperous times. These

## Current Quotations on Unlisted Stocks

(Supplied by A. J. Pattison Jr. & Co., Ltd.)

INDUSTRIAL STOCKS:		
Canada Packers Com.	21.00	27.00
Canada Packers 7% Pfd.	95.00	99.00
Can. Industries Com. "B"	125.00	165.00
Canadian Westinghouse	73.00	80.00
Dom. Foundries & Steel Com.	8.00	10.00
Dom. Foundries & Steel 8%		
Internat. Proprietaries "A"	65.00	70.00
Mount Royal Hotel 6% Pfd.	29.00	34.00
Standard Pulp Pfd. Bonus	23.00	80.00
Toronto Elevator 7% Pfd.	72.00	90.00
INSURANCE STOCKS:		
Canada Life	650.00	725.00
Confederation Life 20% Pfd.	240.00	310.00
Crown Life	285.00	375.00
Great West Life	440.00	550.00
Guarantee Co. of N.A.	240.00	
Manufacturers Life	355.00	395.00
North American Life 20% Pfd.	70.00	90.00
Saskatchewan Life 10% Pfd.	15.00	25.00
Sovereign Life 25% Pfd.	33.00	40.00
Sun Life	1150.00	1350.00
TRUST AND LOAN STOCKS:		
British Mfg. & Trust	210.00	240.00
2nd Can. Gen. Investments	8.50	11.50
Chartered Trust	101.50	113.00
Lambton Loan & Savings	75.00	95.00
London & Western Trust		175.00
Mortgage Discount 6% Pfd.	4.00	5.50
Security Loan & Savings	113.00	
Sterling Trust	87.50	95.00
Traders Finance Com.	13.00	19.00

## A Private Income of \$100 a month for Life

... from age 55!

IF IN GOOD HEALTH  
—\$100 A MONTH.

IF IN ILL HEALTH  
—\$100 A MONTH.

IN CASE OF DEATH  
—\$10,000 CASH.

Just picture it.

At 55, while still well and vigorous, to come into a private income (over and above other revenues), guaranteed for the rest of your life, of \$100 a month. You simply make yearly or half-yearly deposits of an agreed amount for a specified period, at the end of which you begin to receive a monthly income for life.

That's only part of the story.

If, meanwhile, through sickness or accident you should become totally disabled, you cease paying premiums and receive \$100 a month during such disability. At age 55, the regular income of \$100 a month, unimpaired, comes into effect.

Look how your family is protected. Should you die at any time before reaching 55, your family receives \$10,000.

This is but one example of a variety of plans which the Sun Life of Canada has for every age, condition, and amount. Fill in and forward this form (which involves you in no obligation) and exact figures suited to your individual need will be sent you.

## SUN LIFE ASSURANCE COMPANY OF CANADA

HEAD OFFICE

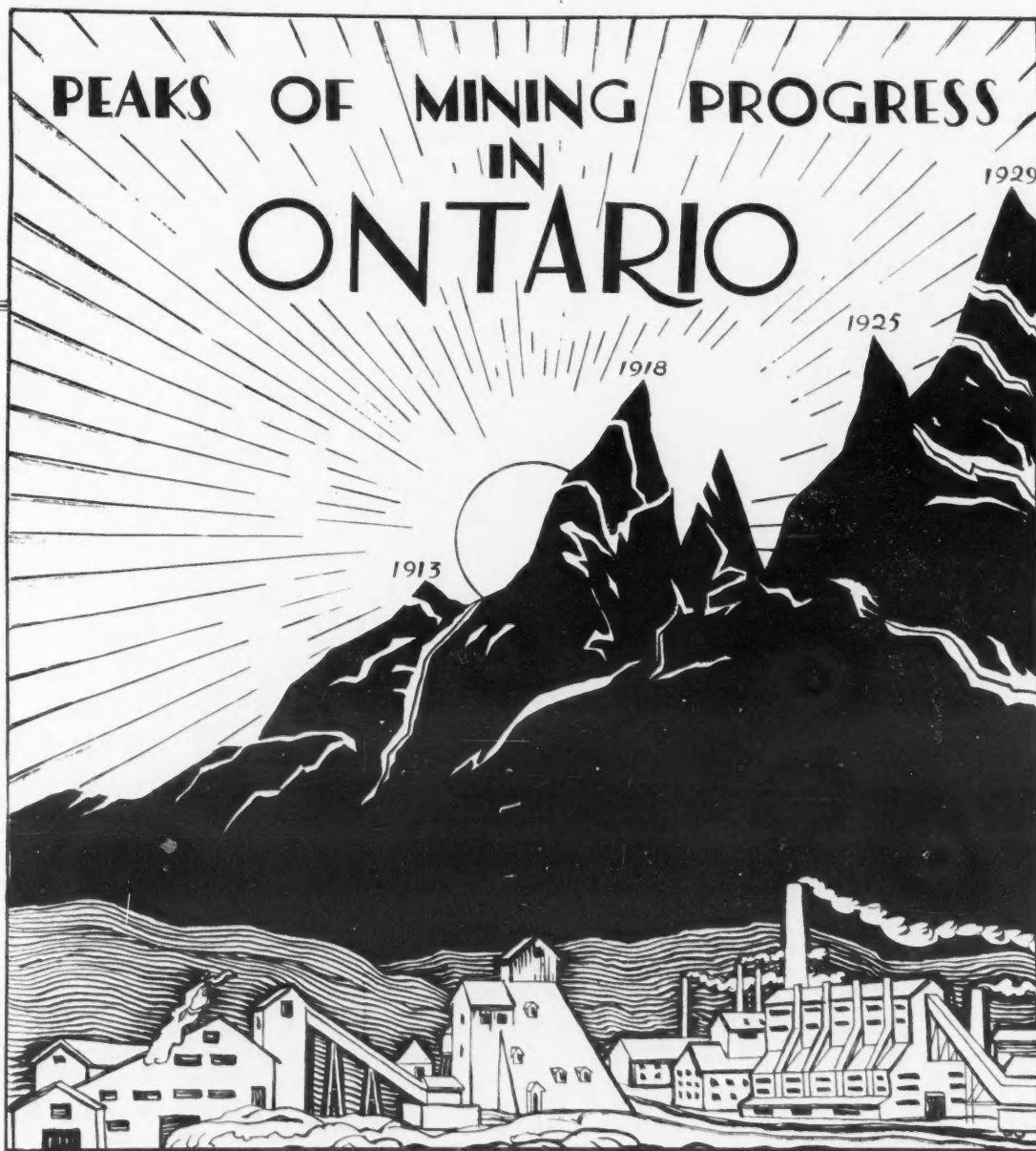
MONTREAL

SUN LIFE ASSURANCE COMPANY OF CANADA, Montreal, Canada.

Without obligation on my part please send full particulars of your \$100-a-month-for-life plan as outlined in your advertisement in \_\_\_\_\_ (Name of paper)

Name (Mr., Mrs. or Miss) \_\_\_\_\_

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## 1900 « « THREE DECADES OF PROGRESS » » 1930

SINCE THE DAWN of the Twentieth Century the annual Production of Minerals in Ontario has risen from Peak to Peak, beginning with an output of 9 Million Dollars in the year 1900 and mounting to almost 118 Million Dollars in the Peak year of 1929. The central Peak (1918) in the above picture represents the rise in production during the Great War.

GOLD PRODUCTION by the mines of Ontario for 1930 is estimated at over 35 Million Dollars. This is the greatest annual output of the precious metal in the history of the Province, and it places Canada as a rival of the United States for the second position among the gold-producing countries of the world.

Fast unprospected areas of Northern Ontario present opportunities for further enterprise. For geological maps, exploration reports, and general information, apply to T. F. SUTHERLAND, Acting Deputy Minister, ONTARIO DEPARTMENT OF MINES, TORONTO, CANADA.

HON. CHARLES MCCREA,  
Minister of Mines



THOS. W. GIBSON,  
Deputy Minister of Mines



# Strong

With Capital and Reserves of over \$74,000,000 and Assets in excess of \$800,000,000, the Bank of Montreal, whose always high percentage of liquid reserves is traditional, is one of the world's strongest banks.

## BANK OF MONTREAL


Established 1817  
TOTAL ASSETS IN EXCESS OF \$800,000,000

**PROVINCE OF ALBERTA**  
4½ and 5% bonds, various maturities at market yielding 4.75 to 4.90%.

Orders for stocks promptly executed on all the various exchanges.

**W. ROSS ALGER CORPORATION LIMITED**  
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J A N U A R Y 1 9 3 1



## NEW YEAR

### INVESTMENT SUGGESTIONS!

Federal and Provincial Government and Municipal Security  
Offerings will be submitted on request.

PUBLIC UTILITY

	Maturity	Price	Approx. yield
British Columbia Power Corp. Ltd.	5½% 1960	102.00	5.37%
British Columbia Telephone Co.	5% 1960	95.50	5.30%
Canada Northern Power Corp. Ltd.	5% 1953	90.50	5.75%
*Foreign Power Securities Ltd.	6% 1949	100.00	6.00%
Montreal Island Power Company	5½% 1957	100.00	5.50%
Northwestern Power Company Ltd.	6% 1960	99.00	6.05%
Ottawa Valley Power Company	5½% 1970	96.50	5.72%
*Power Corporation of Canada, Ltd.	4½% 1959	89.00	5.25%

INDUSTRIAL

Dryden Paper Company Limited	6% 1949	96.00	6.37%
*Eastern Dairies Limited	6% 1949	100.00	6.00%
*McColl-Frontenac Oil Co. Limited	6% 1949	100.00	6.00%
Queen's Hotel Limited	6% 1947	94.00	6.38%

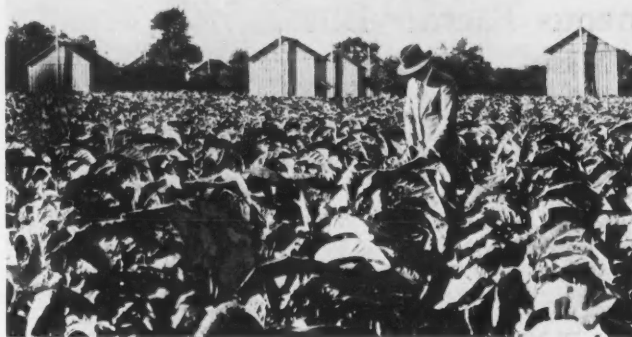
PREFERRED STOCKS

Eastern Dairies Limited	7% Preferred	100.00	7.00%
Foreign Power Securities Corp.	6% " At Mkt.		7.50%
McColl-Frontenac Oil Co. Limited	6% " "		7.50%
Power Corporation of Canada, Ltd.	6% " "		5.85%

\*Convertible into Common Stock. Particulars on Request.  
Transfer Tax to be added to prices quoted.

**NESBITT, THOMSON & COMPANY**  
LIMITED

Royal Bank Building, TORONTO.  
Montreal Quebec Ottawa Hamilton London, Ont.  
Winnipeg Saskatoon Victoria Vancouver



THE "NEW VIRGINIA," ONTARIO

A fine crop of tobacco ready for cutting in Norfolk County, in south western Ontario, with kilns in the background. Tobacco has made waste lands productive and has greatly increased the prosperity of the whole countryside.

## TOBACCO -- AND WEALTH!

(Continued from Page 21)

land brought clients by the bus-load every week-end.

In the midst of this boom came the Southerners. Word had quickly spread amongst them of this wonderful new country, where land was cheap, the soil and climate were right and prices were triple those received for flue-cured tobacco in the South.

By rail, by bus and by motor car they came. Many of them even travelled "light" in their determination to reach the "New Virginia". Like locusts they swarmed over the land. Those without capital engaged to work farms on a fifty-fifty basis for one or other of the numerous syndicates which had come into being. Others in more fortunate circumstances, after a hasty survey, bought their own farms and when the first season was over, they sent for their families down South. To-day hundreds of them have made their homes permanently in Canada in the confident belief that the tobacco industry here has a future and in the comforting knowledge that they are the entrepreneurs and have a chance now to lay aside a snug nest-egg.

In 1926 slightly more than 500 acres were under cultivation for tobacco in Norfolk County, the next year 1,000 acres. Then the boom began in earnest and 1928 found the then tremendous total of 5,000 acres planted to flue-cured tobacco. The growers had an excellent season that year, reaping five million pounds of the leaf, valued at over one and one-half million dollars. When the Southerners received from 35 to 40 cents a pound for their crops, as compared with the customary 12 to 15 cents in the South, and when they arrived home that fall with bulging pocket-books, naturally their stay-at-home friends pricked up envious ears.

As the birds began to wing their way north the following spring, more than one thousand natives of Virginia and the Carolinas packed up their belongings and struck for Canada. They found ready employment in Norfolk. Experienced growers in large numbers were badly needed because the 5,000 acres of the previous year had expanded to 10,000 and tobacco-growing was now big business in Norfolk.

New kilns by the hundreds were going up throughout the district. Hardware stores were swamped with orders for greenhouse glass; manufacturers of small furnaces for the kilns worked night and day to meet the demand; and local lumberyards could not begin to cope with orders involved in the far-reaching construction program. It was reminiscent of lumber-camp days to see scores of men seated around the grub-table in camphouses maintained by the larger companies.

The growers had a setback in 1929 because of prolonged drought and early frost, but they managed to harvest seven million pounds of tobacco, valued at two and one-half million dollars. Nothing could stop the fledgling industry then, and money continued to pour in from outside sources with the result that nearly 15,000 acres of land were under tobacco in Norfolk in 1930. This constituted more than 80 per cent. of the entire flue-cured tobacco acreage in Canada.

The growers, including some 1,500 Southerners, benefited to the extent of about three million dollars.

The Southerners have not had things all their own way in this new land of milk and honey—and tobacco. Several hundred Belgians and Hollanders came across the waters to join in the enterprise, while many local farmers have preferred to conduct their own tobacco plantations.

Largely though, the development has been in the experienced hands of Southerners. Where they do not own the farms themselves, they work them on shares for the big syndicates. Their expert knowledge about planting, cultivating, suckering, cutting and curing tobacco makes them invaluable. In point of fact, the curing is entirely in the hands of Southerners who are brought to Norfolk to tend the kilns during the harvest season.

More and more these likeable men and women from the sunny south are getting to like the "New Virginia". Each succeeding season sees more of them establishing their homes here, although the single men prefer to head for the more balmy clime when frost arrives. Still, the climates of the two regions are not so dissimilar for about eight months of the year, a fact upon which the newcomers remark with some astonishment.

Soil conditions, too, are so much alike that one Southerner in the spring of 1930 decided to try his luck with cotton. Several cotton plants, about two feet high and well-laden with bolls containing the finest of cotton, was the result. He was exhibiting samples proudly to his friends in mid-September.

These Southerners are exceedingly enthusiastic about the newly-found tobacco country. In their pleasant, drawing accents they aver they have never seen a tobacco crop in the South superior to the 1930 harvest in Norfolk. The financial aspect has an irresistible lure. Most of them were raised from childhood in tobacco fields and they regard the discovery of "New Virginia" as a miner would a gold strike. Cheap land has given them a chance to blossom out for themselves and they have not been slow to grasp the opportunity.

Meanwhile real estate transactions in the Norfolk tobacco field are of sufficient frequency and importance to forecast a further increase in acreage in 1931. Recently one syndicate completed the purchase of 6,000 acres of contiguous land. About one-fourth of this was under cultivation in 1930. Government officials estimate that 25,000 acres of light, sandy soil suitable for the production of tobacco are comprised in this district. Their caution to the growers to go easy has not found serious heed and only rising prices of tobacco land prevent too rapid a development.

This once barren land now holds the colossal investment of over five millions of dollars. The acreage alone, devoted to tobacco-growing, represents an investment of one and one-half millions; kilns and greenhouses take care of two and one-half millions; planting, cultivating and harvesting equipment would mean another half million; while the remainder is represented in the Imperial Tobacco Company's magnificent new grading and shipping plant erected at Delhi, a village in the heart of the district, and demanding the services of four hundred men and women after the harvest.

The three-million-dollar tobacco crop of 1930 exceeded in value the aggregate of all other field crops in Norfolk County.

Confidence in the industry's future is enhanced by the fact that Canada can easily absorb twice her present output of flue tobacco. For years she has imported the greater part of her needs from the United States. Despite the tariff of 40 cents a pound levied upon incoming American tobacco, over 16 million pounds were imported in 1929. It nets the producer only about one-third of what the Canadian grower receives. The Government of Canada takes the big slice.

As home production increases, importations will dwindle. Some of the more far-seeing growers are taking time by the forelock and are developing an overseas market in England. The Mother Country gives a 48-cent-a-pound preference to Empire-grown tobacco and Canada growers appreciate the possibility of securing still better prices than they receive in the home market.

While the economic aspects of the situation command increasing attention in Norfolk, it is the human element that contains the rarest fascination. One of the most interesting personalities among all the newcomers to Norfolk is the original grower, H. A. Freeman. The expatriated Virginian does not forget that one of their own countrymen first discovered that Norfolk soil would grow flue-cured tobacco of superior quality.

## Readily Marketable Bonds a Desirable Protection

As an insurance against emergencies, every fundamentally sound investment program makes provision for quickly convertible reserves in the form of readily marketable, high-grade bonds. A widely diversified list of bonds fulfilling these requirements is contained in our January booklet, a copy of which will be sent to any investor on request.

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Offices in New York, Chicago, Washington, San Francisco, Seattle, London, Manchester, Amsterdam, Geneva, Tokyo and more than fifty other cities of importance.

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## Prompt Collections

Promptness in the collection of our customers' drafts is a feature of this Bank's service.

## THE BANK OF NOVA SCOTIA

Established 1832  
Capital, \$10,000,000 Reserve, \$20,000,000  
Total Assets, \$275,000,000

## A SAFE and PROFITABLE INVESTMENT

is our Term Investment in any amount over \$100; with

INTEREST at 5%

BOTH PRINCIPAL and INTEREST are GUARANTEED

Trustees are authorized by law to invest Trust funds in these Term Investments.

Write or call at any of our offices

## Capital Trust Corporation

LIMITED  
OTTAWA MONTREAL TORONTO  
UNDER DOMINION GOVERNMENT INSPECTION

# THE SEARCH FOR THE WILL



W

HY not make the task of searching for a Will unnecessary by placing it where it is always safe and always available at a moment's notice.

The Royal Trust Company accepts for safe keeping, FREE OF CHARGE, wills under which it is appointed Executor or Co-Executor and issues an official receipt, which may be retained by the testator.

## THE ROYAL TRUST

EXECUTORS & TRUSTEES

59 YONGE STREET - - - TORONTO

BRANCHES THROUGHOUT CANADA

ASSETS UNDER ADMINISTRATION EXCEED \$480,000,000

## Recommended Investments for January Funds

THESE bonds combine, in their respective fields, the attractive features of high grade investments and good yields.

	Price	To yield about
Dominion of Canada		
All maturities	At market	4.20 to 4.65%
Town of Ste. Agathe des Monts		
5½% Serial Bonds 1931-1955	According to maturity	5.20%
Grace Dart Home Hospital		
5% 1st Mortgage Serial Bonds Series "A" 1934-1950	According to maturity	4.75 and 4.80%
(Wholly subsidized as to principal and interest by the Government of the Province of Quebec.)		
Shawinigan Water & Power Co.		
4½% 1st mortgage and Collateral Bonds 1970	At market	4.90%
Canadian National Railways (Canada Atlantic Railway)	85.00	5.10%
4% 1st Mortgage Bonds 1955		
Calgary Power Company Ltd.		
5% 1st Mortgage Bonds 1960	97.00	5.20%
British Columbia Telephone Co.		
5% 1st Mortgage Bonds 1960	95.50	5.30%
Montreal Tramways Company		
5% General and Refunding Mortgage Bonds 1955	93.00	5.50%
Inter City Baking Company Ltd.		
5½% 1st Mortgage Bonds 1948 (Guaranteed unconditionally by Lake of the Woods Milling Co. Limited.)	94.50	6.00%

Transfer tax to be added to these prices.

## HANSON BROS.

INCORPORATED

255 St. James Street, MONTREAL

330 Bay Street TORONTO    44 St. Stanislas Street QUEBEC    56 Sparks Street OTTAWA